



REPORT

SECOND PRESS COMMISSION



VOLUME-II

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GOVERNMENT AND THE PRESS

(If, for any reason, you do not wish to give your name and address, you are free to avoid signing. Your frank opinion is what matters to the Commission).

- Q. 1(a)** How would you assess the relations between Government and the Press now as compared with those during the Pre-Emergency days?
- | | |
|----------------------|----------------------|
| <i>At the Centre</i> | <i>In your State</i> |
| Better | Better |
| Worse | Worse |
| Same | Same |
- Q. 1(b)** In what way would you define the relations to be better or worse or the same (please write briefly).
At the Centre
In your State
- Q. 2** What would you define as the ideal relationship between Government and the Press?
- Q. 3(a)** Apart from the Constitutional guarantee under Article 19, are there any laws necessary to safeguard the freedom of the Press?
 (Yes.....No.....Can't say.....)
- Q. 3(b)** If 'yes', please mention the nature of the laws/amendments you consider useful.
 (.....)
- Q. 4(a)** Have you, in your experience, noticed instances when Government resented or sought to curtail the freedom of the Press?
 (Yes.....No.....Can't say.....)
- Q. 4(b)** If 'yes', please give some instances of such action (other than those during the Emergency period).
- Q. 5** Have you, in your experience, felt any constraint on the freedom of expression because of the Constitutional provision as it is? (Give instances).
 (.....)
- Q. 6(a)** Do you consider the rule and procedure for accreditation of the correspondents in your State satisfactory?
 (Yes.....No.....Can't say.....)
- Q. 6(b)** If 'no' to Q. No 6(a), could you state what aspects are not satisfactory?
- Q. 7** Who, in your opinion, should decide accreditation matters?
 (a) Committee of Journalists
 (b) Government authority
 (c) Any other (Please specify)
- Q. 8(a)** Are the latest rules for accreditation satisfactory?
 (Yes.....No.....Can't say.....)
- Q. 8(b)** If 'no', which are the rules that need to be amended?
- Q. 9** Have you any suggestions in regard to the basis or criteria for accreditation?
- Q. 10(a)** When a Press release is received from a State Government or the Press Information Bureau, does any one on your staff re-write it before publication?
 Yes No
- Q. 10(b)** If 'yes', how often does it have to be re-written?
 (a) regularly
 (b) often
 (c) rarely
- Q. 10(c)** When and if Government releases are not re-written, is it because
 (a) you don't have adequate staff
 (b) you find Government releases are good 'copy'
 (c) Other reasons (Please specify)
- Q. 11** Please state if you have been a member of any committee of Government (Central or State), Please give details.

- Q. 12(a)** Have you been abroad on any Government sponsored trip?
Yes No
- Q. 12(b)** If 'yes', could you please give details of the visit ?
Month and Year Countries visited Occasion
- Q. 13(a)** Have you been abroad at the invitation of any foreign government or institution?
Yes No
- Q. 13(b)** If 'yes', please give details.
Month and Year Sponsoring Institution/Govt.
- Q. 14(a)** Have you been on a visit to any State within India at the instance of Government/Public Sector Undertakings ?
Yes No
- Q. 14(b)** If 'yes', please give the details.
Month and Year State Sponsor
- Q. 15** Do you get a regular supply of Press photographs from
(a) Government Yes No
(b) Public Sector Undertakings Yes No
- Q. 16** If 'yes', what percentage do you find usable?
Less than 25 %
Between 26 and 50 %
Between 51 and 75 %
Above 75 %
- Q. 17** If less than 25 %, is it because :
(a) they are stereotyped?
(b) they are of poor quality?
(c) they play up personalities and not events?
(d) you have your own supply?
- Q. 18(a)** Have you experienced any pressure to publish any official photograph?
Yes No
- Q. 18(b)** If 'yes', could you please cite instances?
नमो भगवते वासुदेवाय
- Q. 19(a)** Whenever your paper happens to publish news or views favourable to Government, do officials or Ministers show appreciation?
Yes No
- Q. 19(b)** If 'yes', in what manner is it shown ?
- Q. 20** Any other comments you wish to add.
Title of the paper
Language
Circulation (last financial year)

Name

Address

.....

.....

STANDARDS OF JOURNALISM

Q. 1 How would you rate the standards of the professions given below in comparison with their standards 25 years ago? (Please tick)

Profession	Rating of Standards			
	Gone up	Gone down	Same	Can't say
Law	_____	_____	_____	_____
Medicine	_____	_____	_____	_____
Engineering	_____	_____	_____	_____
Administration	_____	_____	_____	_____
Business	_____	_____	_____	_____
Journalism	_____	_____	_____	_____

Q. 2 What in your opinion can be done to induct professionalism in journalism ? (Please write).

Q. 3 Do you think that Press Advisory Committees have helped in maintaining standards of journalism?
(Yes.....No.....Can't say.....)

Q. 4(a) Did the Code of Ethics help in maintaining standards of journalism in the past ?
(Yes.....No.....Can't say.....)

(b) If 'yes' to 4(a), how do you think it helped?

Q. 5(a) Are Press laws effective in maintaining standards of journalism?
(Yes.....No.....Can't say.....)

(b) If 'yes' to Q. 5(a), in what way would you consider them effective?

Q. 6 Do you consider Press laws necessary to maintain standards of journalism?
(Yes.....No.....Can't say.....)

Q. 7(a) Do you think that standards of journalism can be improved by professional training?
(Yes.....No.....Can't say.....)

(b) If 'yes' please suggest some ways of promoting training programmes.

Q. 8 What would you consider are the major social responsibilities of the Press?

Q. 9 When social responsibilities are in conflict with Government action, what would you define as the duty of the Press?

Q. 10 Which are the public cause(s) that you have had an occasion to espouse ?

Q. 11 Any other comments

Title of the Paper

Language

Circulation

(last financial year)

Name

Address

.....

.....

ECONOMICS OF NEWSPAPERS

- Q. 1** Has the ownership of your newspaper changed since inception?
(Please tick)
(Yes..... No.....)
- Q. 2** If 'yes' please give details of the changes.
(When..... How.....)
- Q. 3(a)** Do you consider it necessary that the newspaper ownership structure needs to be different from that in any other industry?
(Yes.....No.....Can't say.....)
- (b)** If 'yes', in what respect should it be different?
(Please write)
- Q. 4(a)** Do you feel that the ownership pattern of big newspapers admits of practices which would affect editorial independence?
(Yes.....No.....Can't say.....)
- (b)** If 'yes', in what way?
- Q. 5** In your opinion, how does the present ownership pattern affect the following?
- | | <u>Adversely</u> | <u>Favourably</u> | <u>No effect</u> |
|--------------------------------------|------------------|-------------------|------------------|
| (i) Editorial independence | | | |
| (ii) Professional integrity | | | |
| (iii) Objectivity in news | | | |
| (iv) Success as a commercial venture | | | |
- Q. 6** How would you define a pragmatic ownership pattern in the Indian situation?
- Q. 7** Do you feel that there should be distinction between the ownership pattern of small and that of large newspapers?
(Yes.....No.....Can't say.....)
- Q. 8 (a)** Does the management of your newspaper have any other business interest?
(Yes.....No.....)
- (b)** If 'yes' what are the other business interests?
- Q. 9** What, in your opinion, are the advantages and disadvantages of the management of proprietor of your newspaper having other business interests?
(Advantages) (Disadvantages)
- Q. 10** Is the bulk of the profit of your newspaper ploughed back in the newspaper or utilized in other Industries?
In the newspaper
In other industries
Paper makes no profit
- Q. 11** What, in your opinion, are the advantages of the following systems of ownership for newspapers?
Trusteeship
Private Limited Company
Public Limited Company
- Q. 12 (a)** Has your newspaper availed itself of any loans?
(Yes.....No.....)
- Q. 12 (b)** If 'yes', would you mention the sources?
- | | |
|---|-------|
| (i) Against hypothecation of machinery to banks | |
| (ii) Against hypothecation of goods to banks | |
| (iii) Against hypothecation of goods/machinery to institutions/individuals other than banks | |
| (iv) Fixed deposits | |
| (v) Government subsidies | |
| (vi) Others Please (specify) | |

Title of the paper.....
Language.....
Circulation (last financial year)

Name

Address.....

.....

READERS AND RIGHTS

- Q.1** Do you think the daily press is over publicising speeches and statements, even when these have no new point to make or are of little news value ?
(Please tick) (Yes.....No.....Can't say.....)
- Q.2** How would you define: (Please write)
(a) Objective news (b) Sensational news
- Q.3** How do you, in your paper, ensure objectivity in news ?
- Q.4 (a)** Does ensuring objectivity in news ever come into conflict with the policy of the paper ?
(Yes.....No.....)
- Q.4 (b)** If yes, could you define the areas of conflict ?
- Q.5** If and when there is a conflict between objectivity and the policy of newspaper, what would be your normal course of action?
- Q.6 (a)** Have you been able to do investigative reporting on any important issues and cases ?
(Yes.....No.....)
- Q.6 (b)** If yes, please cite a few examples.
- Q.6 (c)** What budget and staff do you normally have for such coverage ?
- Q.7** Do you publish speculative news in your paper ,
(Yes.....No.....)
- Q.8** If the speculation were to go wrong, how would it affect the paper ?
- Q.9** Do you feel that contradictions and apologies by the newspaper adversely affect the circulation .
(Yes.....No.....Can't say.....)
- Q.10** If Yes, how do you normally deal with these situations ?
- Q.11 (a)** Has there been any major calamity (such as floods, riots, cyclone, epidemic) in your region recently .
(Yes.....No.....)
- Q.11 (b)** From which source(s) did you first come to know about the calamity ?
- Q.11 (c)** What kind of coverage did you give it ?
- Q.12** What role do the reader's views play in your paper ?
Very Prominent
Prominent
Marginal
Insignificant
- Q.13** How often are letters included for publication, even when they criticise your views or contradict your story ?
Very often Sometimes
Do not print any such letters
- Q.14** What are the guidelines to your staff editing the letters to Editor column ?
- Q.15** In publishing items or letters about organisations or other institutions, what is the criterion for selection ?

Title of the paper.....
Language
Circulation
(Last financial year)

Name

Address.....

.....

LANGUAGE DAILIES

Q.1 In your opinion, how do you rate an Indian language paper with an English language paper of an almost similar circulation in terms of: (Please tick and write.)

	Better	Rating Same	Worse	Reasons for rating
(i) News content	—	—	—
(ii) Editorials	—	—	—
(iii) Articles	—	—	—
(iv) Financial viability	—	—	—
(v) Quantum of Advertisements	—	—	—
(vi) Overall	—	—	—

Q.2 On any day what percentage of your total space is occupied by :

1. Local News	%
2. National News	%
3. International News	%
4. Editorials	%
5. Articles/stories	%
6. Advertisements	%

Q.3 (a) Do you feel that most advertisers and advertising agencies prefer English to Indian language dailies with the same circulations ?

(Yes.....No.....Can't say.....)

(b) If 'yes', could you give any reasons for such preference ?

Q.4 (a) Do you subscribe to the services of any News Agencies ?

(Yes.....No.....)

(b) If 'yes', which are the language(s) of the News Agencies ?

Name of Agency subscribed to.....Language.....

Q.5 (a) Do you maintain staff correspondents or stringers ?

(Yes.....No.....)

Q.5 (b) If 'yes', could you give a breakdown of the employed and their location ?

	No. of correspondents	No. of Stringers
(i) Metropolitan and Class I towns with population over 5 lakhs
(ii) Class I towns population between 5 and 1 lakhs
(iii) Rural areas
(iv) Abroad

Q.5 (c) How do you normally get news about happenings in rural areas ?

Q.6 Do you set apart any space for news pertaining to rural areas of your zone ?

(Yes.....No.....)

Q.7 Do you feel that the language in which you bring out your paper has developed sufficiently in your region ?

(Yes.....No.....Can't say.....)

Q.8 If 'no' what are the major limiting factors ?

Q.9 Which factors, in your opinion, help in the development of the India languages papers (Please tick as many reasons as you feel are applicable):

- (i) Reader's leaning towards the language
- (ii) Better coverage of locals news
- (iii) Local loyalty
- (iv) Declining influence of English
- (v) Others (Please specify)

CLASSIFICATORY DATA

1. Name of newspaper
2. Language(s) in which published
3. Average daily circulation for last financial year
4. Breakdown of average daily circulation
 - (i) Within district
 - (ii) Outside district
5. Staffing position (present)
 - (a) Managerial
 - (b) Editorial
 - (c) News gathering
 - (d) Printing/production
 - (e) Others

Total strength
6. Educational qualifications of editorial staff.

Matriculates	
Graduates	
Diploma in Journalism	
	Total
7. Experience of editorial staff.

Number with past experience before joining the newspaper

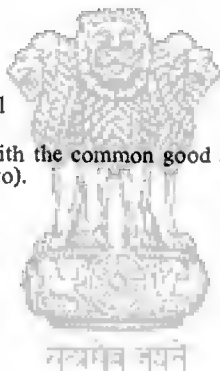
Name

Address

.....

SOCIAL RESPONSIBILITY

- Q.1** What is the role of the newspaper other than giving "an intelligent narration of the day's events"? (Please write).
- Q.2** In your opinion, does the role of the Press necessarily make it critical of the Government? (Please tick)
Yes.....No.....Can't say.....
- Q.3 (a)** Do you feel that the Press should be both an ally of and an adversary to the Government?
Yes.....No.....Can't say.....
- Q.3 (b)** Do you feel that it is editorially possible to perform the dual function?
Yes.....No.....Can't say.....
- Q.4** What would you define as the major duties of an editor by his readers?
- Q.5** It is said that most editors merely try to follow public sentiments. Do you agree?
Yes.....No.....Can't say.....
- Q.6** How would you interpret the role of the Press in lending "active support to progressive measures"?
- Q.7** Do you feel that most newspapers do not have an all India view when dealing with public issues?
Yes.....No.....Can't say.....
- Q.8** Could you define what has been your editorial role in response to the following public issues?
(a) Hindi as a national language
(b) Harijan problem
(c) Job reservation for sons of the soil
- Q.9** When Government action is at variance with the common good as understood by you, which are your normal courses of action? (Please tick all courses resorted to).
(a) Write editorials _____
(b) Sponsor features _____
(c) Commission special reports _____
(d) Conduct opinion surveys _____
- Q.10** Do you think that for a newspaper, the profit motive conflicts its social responsibility?
Yes..... No..... Can't say.....
- Q.11** If yes to Q.10, what in your opinion can be done to resolve this issue?
- Title of the Paper.....
- Language:.....
- Circulation (last financial year).....



Name.....

Address.....

OBLIGATIONS TO READERS

SECTION—A

- Q.1 What, in your opinion would interest your readers, apart from news items filed by agencies and reporters ? (Please write)
- Q.2 In an average day, what percentage of the total space do you give to readers' views on the following ? (Please estimate approximately and write)

1. National/international affairs
2. Local grievances
3. Editorials
4. Public controversies
5. Political issues
6. Others (please specify)
Total

- Q.3 Have you been able to give sustained coverage to the following subjects ? (Please tick)

Subjects	Coverage	
	Yes	No
1. Education/educational institutions	—	—
2. Health services/Hospitals	—	—
3. Family and Social Welfare	—	—
4. Citizenship rights and duties	—	—
5. Road safety	—	—
6. Attitudes/behaviour towards minorities/Harijans	—	—

- Q.4 Where a reader feels wronged by your reporting what are the remedies, if any, that you offer ?

1. No remedies
2. Publish the reader's version
3. Notice of regret/apology
4. Compensation for wrong
5. Any other (Please specify)

- Q.5 Do you feel that publishing a rejoinder by the person aggrieved is adequate remedy ?

Yes———

No———

SECTION—B

- Q.6 Do you, as an editor, have a chance to see advertisements before they are published ?

Yes———

No———

- Q.7 Do you feel that the editors should be responsible for matter published in the advertisements in their papers ?

Yes———

No———

Can't say———

- Q.8 In your opinion, does advertising contribute to wasteful expenditure by and large ?

Yes———

No———

Can't say———

- Q.9(a) Do you feel, advertisements need to be screened to check the validity of price and quality claims made ?

Yes———

No———

- Q.9(b) If 'yes' whose direct responsibility would you consider this scrutiny ?

Only the advertising agency

Only the manufacturer

Only the Government

Only the consumers

- Q.10 Has your paper been involved in any legal dispute arising out of advertisements published in your paper ?

Yes———

No———

If, 'yes', please give details

- Q.11 In case of court trials, what safeguards do you use so as not to pre-judge the results ?

- Q.12(a) Has your paper reported any crime at the pre-trial stage ?

Yes———

No———

- Q.12(b) If 'yes', please give instances, if any, where reports have been at variance with the court findings.

Title of paper.....

Language

Circulation

Name

Address

PROFESSIONAL INTEGRITY

- Q.1 Are your editorial responsibilities clearly defined? (Please tick)
 Yes _____ No _____
- Q.2(a) Are there any areas where your responsibilities overlap with those of manager or Publisher?
 Yes _____ No _____ Can't say _____
- (b) If 'yes', have these led to any conflict or crisis (like change of job, etc.)?
 Yes _____ No _____
- Q.3 Do you feel the responsibilities that you have are adequate to discharge your duties well?
 Yes _____ No _____
- Q.4 Does the business interest of your paper ever come into conflict with your editorial independence?
 Yes _____ No _____
- Q.5 If the total responsibility of the entire newspaper were to rest with you, as Editor would the paper benefit?
 Yes _____ No _____ Can't say _____
- Q.6 Which factors largely influence your editorial style?
1. Proprietor's/General Manager's view
 2. Government attitude
 3. Personal view of the situation
 4. Public opinion
 5. Business interests of the newspaper
 6. Others (Please specify)
- Q.7(a) Are the various laws on Press consistent with editorial independence?
 Yes _____ No _____ Can't say _____
- Q.7(b) If 'no' could you please suggest what can be enacted to maintain your freedom of expression?
- Q.8(a) Do you feel that a minimum standard of living should be assured to editors to maintain their professional integrity?
 Yes _____ No _____ Can't say _____
- Q.8(b) If 'yes', what would you suggest could be done to assure this?
- Q.9(a) What, in your opinion, are the major handicaps to the maintenance of professional integrity and independence.
- Q.9(b) What could be done to remove these handicaps?
- Title of the Paper
- Language
- Circulation (last financial year).....

Name

Address

.....

ADVERTISING

- Q.1(a) Do you, as Editor, feel that you have any control over or responsibility for the material contained in the advertisements printed in your newspaper ? (Please tick)
- Yes _____ No _____
- Q.1(b) If not, why ?
- Q.2 Who, in your opinion, should be responsible for the accuracy and reliability of information in advertisements ?
- Advertising Agency
Advertiser
Government
Others (Please specify)
- Q.3 Are you satisfied with the responsibility shown by advertising agencies in regard to consumer protection ?
- Yes _____ No _____
- Q.4(a) Would you recommend setting up of an Advertising Council in India ?
- Yes _____ No _____ Can't say _____
- Q.4(b) If 'yes', what should be some of its major functions ? (Please write)
- Q.5 In your opinion, do commercial considerations overshadow journalistic management with regard to advertisements ?
- Yes _____ No _____ Can't say _____
- Q.6(a) Has your paper ever published any advertisement from the Government of Public Undertakings containing matter which can be released as news ?
- Yes _____ No _____
- Q.6(b) If 'yes', what are the general motives ?
- Q.7(a) Has your newspaper published any advertisement relating to a strike or a labour dispute ?
- Yes _____ No _____
- Q.7(b) If 'yes', has such advertisement ever clashed with views published by you ?
- Yes _____ No _____
- Q.8 During a strike would you accept for publication advertisement from one party to the dispute, if the other party is unable to advertise ?
- Yes _____ No _____ Can't say _____
- Q.9(a) Did you publish any advertisement released by political parties in the last election ?
- Yes _____ No _____
- Q.9(b) If 'Yes', could you please specify the motives of these advertisements ?
1. Title of the paper.....
 2. Language.....
 3. Circulation.....

Name

Address

.....

PRESSURES

If for any reason, you do not wish to give your name and address, you are free to avoid it. Your frank opinion is what matters to the Commission.

Q. 1. What are the major constraints on the independence of your editorial functioning?
(Please write)

Q. 2. Have you had any experience where any of the sources listed below tried to influence your functioning as an editor
(Please tick all applicable)

- | | |
|---------------------------------------|-------|
| (a) Ministers/Officials—Central Govt. | |
| (b) Ministers/Officials—State Govt. | |
| (c) Officials—Local bodies | |
| (d) Political Organisations | |
| (e) Foreign Agencies | |
| (f) Trade Unions | |
| (g) Commercial Companies/Advertisers | |
| (h) Proprietors | |
| (i) Advertising Agencies | |
| (j) Any influential persons' | |
| (k) Youth/Student Organizations | |
| (l) Communal/Caste Organizations | |

Q. 3. What is your normal course of action when there is pressure from any source?

Q. 4. If pressure is exerted by any of these sources, what shape does it take? (Please tick for each head the answers applicable)

- | | Government | Advertisers | Proprietor |
|--|------------|-------------|------------|
| 1. To publish a story, which in your judgement has no news value | | | |
| 2. To kill a story or photograph which in your opinion is newsworthy | | | |
| 3. To editor or slant a version of the story | | | |
| 4. To devote special attention to a topic or person | | | |
| 5. To recruit personnel | | | |
| 6. To give advertising concessions not otherwise admissible | | | |
| 7. To use editorial staff for non-professional work | | | |
| 8. To decrease news-advertising ratio | | | |

Q. 5. What are the areas of inducement or pressure exerted by Government sources.

- | | |
|----------------------------|-------|
| 1. Advertising | |
| 2. Circulation | |
| 3. Newsprint | |
| 4. Company affairs | |
| 5. Tax matters | |
| 6. Accreditation | |
| 7. Others (Please specify) | |

- Q. 6.** Have you had any interference from trade unions in your editorial work? If 'yes', please give details below.
- Q. 7.** What are the areas in which political parties exert pressures, if any?
- Q. 8(a).** Do you feel that the Government can safeguard your editorial independence ?
 Yes No
- Q. 8(b).** If 'yes', how should this be effected ?
- Q. 9(a).** Do you feel that self-regulation or a code of practice would serve the purpose ?
 Yes No
- Q. 9(b).** If 'no', could you please give reasons.
- Q. 10.** What, in your experience, was the role of the Press Council in safeguarding editorial freedom ?
 Satisfactory
 Partially Satisfactory
 Ineffective
- Q. 11 (a)** Do you feel that the reconstituted Press Council will be able to safeguard freedom of the Press ?
 Yes No
- Q. (b)** If 'yes' to Q. 11(a), how would you rate the chances of success of the new Council in comparison with the previous Council ?
 Same Better
- Q. (c)** If 'no' to Q. 11(a), what in your opinion are the provisions of the Act which inhibit its powers?
- Q. 12.** Do you recommend any modifications to make the Press Council more meaningful/effective?
- Q. 13.** What in your opinion, are the requisites of an independent editor?
- Q. 14.** Are there any specific incidents of pressure to which you would like to draw the attention of the Commission ?
 Title of the paper
 Language
 Circulation (last financial year)

Name

Address.....

.....

.....

RELATIONS WITHIN NEWSPAPER INDUSTRY

If, for any reason, you do not wish to sign or give your address. You are free to avoid it. Your frank opinion is what matters to the Commission.

- Q. 1.** Apart from the editorial contents, what are your other responsibilities. (Please define)
- Q. 2(a).** In the matter of recruitment of staff for the editorial side, what role do you play? (Please write)
- Q. 2(b).** How, in your opinion, has your above role affected editorial efficiency?
- Q. 3.** Apart from you, does any other person exercise authority in matters detailed below? How, in your opinion has this affected your independence?
- | MATTER | Persons also exercising authority | Better | Effect Worse | No Effect |
|-------------------------------|-----------------------------------|--------|--------------|-----------|
| (i) Budge |,,, | | | |
| (ii) Discipline & retribution |,,, | | | |
| (iii) Senior recruitment |,,, | | | |
- Q. 4.** Do you have any exclusive editorial budge.
 Yes No
- Q. 5.** Have you experienced any 'pressure' in the process of appointing/hiring personnel?
 Yes No
- Q. 6.** If 'yes' to above, could you please indicate the source(s) of such influence?
 (i) Proprietors
 (ii) Advertisers
 (iii) Government
 (iv) Others
- Q. 7.** Approximately what percentage of your editorial personnel have you had to recruit under such pressure.
- Q. 8.** How have these appointments affected your working?
 Adversely
 Benefited
 No effect
- Q. 9.** It is sometimes stated that the staffing pattern in big newspapers is weighted more in favour of managerial and administrative side, rather than editorial side. Do you.....
 Agree strongly
 Agree
 Neither agree nor disagree
 Disagree
 Disagree strongly
- Q. 10.** Would you have any suggestion about the best staffing pattern between managerial & editorial side?
- Q. 11(a).** Do you feel that trade union activities interfere with the efficient working of the newspaper?
 Yes No
- Q. 11(b).** If 'yes' could you cite instances?
 Title of the Paper
 Language
 Circulation (last financial year)

Name.....

Address.....

.....

STATUS OF THE PRESS—ENGLISH DAILIES

If, for any reason, you do not wish to give your name and address, you are free to avoid signing. Your frank opinion is what matters to the Commission.

- Q. 1(a).** In an average week, what is the percentage of space taken by each of the following?
- | | |
|--|-------|
| (i) International news | |
| (ii) National news | |
| (iii) Regional news | |
| (iv) Local news (relating to the town of publication only) | |
| (v) Editorials | |
- Q.1 (b).** What percentage of the total space (pages) consists of advertisements ?
- Q. 2.** Of the following issue, which one do you tackle most in your editorials, which one the next and so on for the other issues (Please rank 1, 2, 3, in order of importance)
- | Topics | Rank |
|----------------------|------|
| International events | |
| National events | |
| Regional matters | |
| Civic/Local problems | |
- Q. 3.** What, in your opinion, are the readers' rights? Please rank these in order of importance ?
- | | |
|--|--|
| (i) Objective news | |
| (ii) Intelligent narration of the day's events | |
| (iii) Reports of human interest | |
| (iv) Informed comments on events | |
| (v) Opportunity to express their views | |
| (vi) Any other (Please specify) | |
- Q. 4.** Do you agree with the view that political news dominates the newspaper ? (Please tick)
- | | | | |
|-----|-------|----|-------|
| Yes | | No | |
|-----|-------|----|-------|
- Q. 5.** If 'yes' to Q. 4., is it because (Please tick as many as you feel are true)
- | | |
|--|-------|
| (i) It is a legacy of the freedom struggle | |
| (ii) It is inherent in democratic society | |
| (iii) It is what the readers want | |
| (iv) It is what provides maximum | |
| (v) Any other (Please specify) | |
- Q. 6.** Could you please rank the following types of editorials in order of your inclination to write ?
- | | |
|---|-------|
| (i) Those that criticise Government | |
| (ii) Those that discuss an economic issue | |
| (iii) Those that stir public conscience | |
| (iv) Those that set the reader thinking | |
| (v) Something in a lighter vein | |
| (vi) Any other (Please specify) | |
- Q. 7(a)** In your opinion, has there been a downgrading of the desk in newspaper offices generally?
- | | | | |
|-----|-------|----|-------|
| Yes | | No | |
|-----|-------|----|-------|
- Q. 7(b)** If 'yes' to Q. 7(a), why do you think has it come about?
- Q. 8.** What would be your readers' reaction to editorials supporting the Government?
- | | | | | |
|----------------------------|-----|-------|----|-------|
| (i) Are under influence | Yes | | No | |
| (ii) Are under pressure | Yes | | No | |
| (iii) Have an axe to grind | Yes | | No | |
- Q.9(a).** Whenever you have criticised the Government, have you had any evidence of this criticism having any impact of policies and programmes ?
- | | | | |
|-----|-------|----|-------|
| Yes | | No | |
|-----|-------|----|-------|
- If 'no' then jump to Q. 9(d)

- Q. 9(b).** If 'yes', in what way ?
 (i) Government has acknowledged its fault
 (ii) Government has withheld a measure
 (iii) Government has modified policy
 (iv) Government has acted unfavourably to you or your paper
 (v) Any other (Please specify)
- Q.9(c).** Could you cite any instance when your criticism led the Government to adopt any of the above measures?
- Q.9 (d).** If 'no' to Q. 9 (a), is it because
 (i) Government is impervious to criticism.
 (ii) Views of the Press are at variance with the views of the legislators.
 (iii) It is not practicable for Government to take notice of Press comments.
 (iv) Any other (Please specify).
- Q.10(a).** In your opinion, did the Press enjoy greater freedom before the Emergency than it does now ?
 Yes No.
- Q.10(b).** If 'yes' to Q. 10 (a), is it because
 (i) The Press has not recovered from fear of the Emergency days
 (ii) The Press has more restrictions now than it had before 1975
 (iii) The Press was more responsible in the pre-Emergency period
 (iv) Any other (Please specify)
- Q.11(a).** In your opinion, did the Press command greater prestige in the 1950s than it does now ?
 Yes No
- Q.11(b).** If 'yes' to Q. 11(a), was it because
 (i) There was a spirit of idealism
 (ii) The newspaper was more a public service than an industry
 (iii) It did not have much competition from other media
 (iv) It was headed by 'giants'
 (v) There has been a general decline in the prestige of all public institutions
 (vi) Any other (Please specify)
- Q.12(a)** In your opinion, which is more motivating to a newspaper editor—high salaries, or the opportunity to advance a particular philosophy ? (Please circle appropriate code)
 High Salary 1
 Advancement of philosophy 2
 If the answer is '1' jump to Q.13 (a) otherwise proceed to Q. 12 (b)
- Q.12(b)** Do you think that an editor would be willing to give up a higher salary for an opportunity to propagate his point of view ?
 Yes No
- Q.12(c).** Regarding Q. 12(b), do you think the editors of the pre-independence era were different in their motivation ?
 Yes No
- Q.13(a).** If you answer 'yes' to Q. 11 (a) that is if you believe that there has been a fall in the prestige of the Press, would you say that the Government has any responsibility for it ? (Circle the code for your reply)
 Not responsible 1
 Partly responsible 2
 Fully responsible 3
- Q.13(b).** If you consider Government responsible for the fall in standard, is it because
 (i) Government has often legislated to control the Press (apart from the Emergency period)
 (ii) Ministers have denigrated the Press
 (iii) Government has too many controls in hand (newsprint, machinery advertisements etc.)
 (iv) Government interferes in the working of newspaper
 (v) Any other (Please specify)
- Q.14.** Are there any other comments that you would like to make ?
 Title of the Paper
 Language
 Circulation (last financial year).....

Name.....

Address

.....

FREEDOM OF EXPRESSION

- Q.1. What in your opinion should be the means used to define the freedom of expression in newspapers ? (Please tick every applicable measure).
- (a) Laws and regulations
 (b) Government Policies
 (c) Professional code
 (d) Ethics defined by editor
 (e) Consideration of common good
 (f) Others (Please specify)
- Q.2(a) Do you feel that at present you have adequate freedom of expression ?
 Yes No
- Q.2(b). If 'no' to Q.2 (a), what factors inhibits this ? (Please write)
- Q.3. Do you feel that the existing 'Law of Defamation'
 Agree Disagree Can't say
- (a) Does not give sufficient protection to people aggrieved by writings in the Press ?

- (b) Inhibits exposure necessary in public interest of undesirable activities ?

- Q.4(a) Does the law relating to Contempt of the Court inhibit your freedom to expose the wrongs of justice ?
 Yes No Can't say
- Q.4(b). If 'yes' to Q.4(a), could you cite some instances?
- Q.5(a). Have Press reporters been obliged to disclose their source of information to any outside authority ?
 Yes No Can't say
- Q.5(b). If 'yes' to 5(a), what were the circumstances ? Please give instances to illustrate.
- Q.6(a). Do you feel that the author of a book has more freedom of expression than the editor of a newspaper ?
 Yes No Can't say
- Q.6(b). If 'yes' to Q. 6(a), could you give reasons why you think so ?
- Q.7(a). Do you feel that a bias in giving larger coverage to the ruling party vis-a-vis other comes in while reporting political news ?
 Yes No Can't say
- Q.7(b). If 'yes' to Q. 7(a), do you feel it is in public interest to do so ?
 Yes No Can't say
- Q.7(c). If 'yes' to Q. 7(a), what in your opinion are the major reasons for this ?
 Title of the Paper
 Language
 Circulation (last financial year).....

Name.....
 Address.....

PRESS LAWS
SECTION--A

- Q.1(a). Do you consider the present laws adequate to protect the freedom of the Press ? (Please tick)
- Yes..... No..... Can't say.....
- (b) Within the existing laws, is there a scope for interference from executive authority ? (Please mention specific loopholes, if any)
- Yes No Can't say
- (c) Have you experienced any such interference other than during the emergency from State or Central Government ?
- Yes No Can't say
- (d) What modifications in our laws, if any, would you suggest to ensure freedom of the Press ?
- (e) It has been suggested that Article 19 of the Constitution be so amended as to expressly prevent any laws being made to inhibit the freedom of the Press. Do you.....
- Agree strongly
Agree
Neither agree nor disagree
Disagree
- (f) Should such an amendment be enacted, could you suggest ways of keeping journalism within the bounds of responsibility ?

SECTION--B

- Q.2. Have you ever been restrained by any court order in the matter of reporting court cases ?
- Yes No
- If 'yes', to above, could you cite some instances ?
- Q.3(a). Have you had any occasion to be charged with contempt of court ?
- Yes No
- (b) If 'yes', were you able to defend yourself successfully ?
- Yes No.
- Q.4(a). Do you feel that the laws of defamation inhibit reporting or commenting on criminal cases ?
- Yes No. Can't say
- (b) If 'yes', could you cite some relevant provisions of the laws ?
- Q.5(a). Have you ever published any matter considered to be disrespectful to the Assembly or Parliament ?
- Yes No.
- (b) If 'yes', how did you defend yourself ?
- Q.6. Given below are some viewpoints. Could you please tick whether you agree or disagree with these statements ?

Statement	Agree	Disagree	Neutral/ No comment
(i) The Press in India enjoys greater freedom than in most other countries
(ii) It is the integrity of the editor alone that upholds the freedom of the Press
(iii) Public morality determines the freedom of the Press
(iv) The Press in India needs a law to control editorial comments

1. Title of the paper

2. Language

3. Circulation

Name.....

Address.....

NEWSPRINT

- Q.1 (a)** Does the Government policy on supply of newsprint enable you to meet your requirement ? (Please tick)
 Yes..... No.....
- (b)** If 'no', please give your suggestions to improve the policy ?
- Q.2 (a)** Would a abolition of newsprint control help the newspaper industry ?
 Yes..... No..... Can't say.....
- (b)** If 'yes', could you give reasons how this is likely to help the country ?
- Q.3** If there was no restriction on the supply of newsprint, would the circulation of your newspaper.....
 Decrease
 Remain the same
 Increase by about 0 to 25 per cent
 Increase by about 25—50 per cent
 Increase by about 51—75 per cent
 Increase by more than 75 per cent
- Q.4** Do you feel that most newspapers have to buy some quantities of newsprint from 'unofficial sources' ?
 Yes..... No..... Can't say.....
- Q.5** What in your estimate is the premium at present that has to be paid for newsprint bought by some people from unofficial sources ?
 Between 0—25 per cent
 Between 26—50 per cent
 Between 51—75 per cent
 More than 75 per cent
- Q.6** Apart from penal action, could you suggest some measure to prevent or reduce buying from unofficial sources ?
- Q.7 (a)** Have you experienced any delays in the allocation of newsprint ?
 Yes..... No.....
- (b)** If 'yes', what were the causes and the extent of the delay?
 1. Causes
 2. Extent (in weeks)
 (Most acute case)
- Q.8 (a)** Do you think that the wastage margin in newsprint at present is adequate ?
 Yes..... No.....
- (b)** If 'no', what do you feel the margin should be ?
- Q.9** Do you feel that in the matter of newsprint allocation, weightage should be given to :
 1. Small newspapers Yes..... No.....
 2. Indian language newspapers Yes..... No.....
 3. Specialised journals Yes..... No.....
 Any other comments to improve newsprint situation :
 Title of the Paper
 Language
 Average circulation :
 1972....nos.
 1973....nos.
 1974....nos.
 1975....nos.
 1976....nos.
 1977....nos.

Name

Address.....

.....

ADVERTISING POLICY

SECTION—A

Q.1 Do you think that the Government's advertising policy has any bearing upon the freedom of the Press ? (Please write)

Q.2 In your opinion has the policy had any effect upon the growth of the following types of newspapers ? (Please tick)

Type	Effect		
1. Big newspaper	Favourable.....	Unfavourable.....	No effect.....
2. Indian Language newspaper	Favourable.....	Unfavourable.....	No effect.....
3. Small newspaper	Favourable.....	Unfavourable.....	No effect.....
4. Regional newspaper	Favourable.....	Unfavourable.....	No effect.....

Q.3 (a) Do you feel that the policy gives an undue advantage to any section of the Press ?
Yes..... No..... Can't say.....

Q.3 (b) If 'yes' to 3a, to whom in your opinion does the largest benefit go ?

Q.4 Has your paper suffered or benefited because of Government's policy ? (Please give details)
Benefited
Suffered

Q.5 What do you consider are the circumstances that would justify Government's fixing advertisements ?

SECTION—B

Q.6 On what basis are the advertising rates fixed in your paper ?

Q.7 (a) Do you have a fixed rate for all advertisers . Please attach a rate card.
Yes..... No.....

Q.7 (b) If 'no', what are the criteria for the rates fixed for different advertisers ? (Please write)

Q.8 (a) Does the Government of your State follow the rates accepted by the Directorate of Advertising and Visual Publicity ?
Yes..... No.....

Q.8 (b) If 'no', what are the variations between the two rates .

Q.9 What percentage of your total advertising revenue originated from the Government ?

	Central	State	percentage
1972-73			
1976-77			
Title of the Paper.....			
Language			
Circulation (last financial year).....			

Name

Address

NEWS AGENCIES

PART I

- Q.1 Title of your paper
- Q.2 Circulation

PART II

- Q.3 Do you subscribe to any news agency ?
(Please tick)
Yes..... No.....
- Q.4 If 'yes', please give in the space provided here, the names of these news agencies and the average annual subscription.
News agency Amount of average annual subscription
- (a)
(b)
(c)
(d)
(e)
- Q.5 In an average week, what is the rough proportion of news/stories of the agencies which you are able to make use of vis-a-vis your own reporters' contribution ? (Please specify)
- Q.6 Do you make use of news agencies for stories emanating from places where you have your own correspondents ?
Yes..... No.....
- Q.7 If 'yes', give your reasons in the space provided here :
- Q.8 What percentage of your total editorial matter in an average week is attributable to your field reporters ?
(Please specify).....percentage
- Q.9 Good service from a news agency must have certain attributes. What attributes do you think are important ? Could you specify these attributes in descending order of importance in the space provided below and tick in the appropriate box on the right.
- | | You are getting this
from news agency | You are not getting
this from news agency |
|-----------|--|--|
| (a) | | |
| (b) | | |
| (c) | | |
| (d) | | |
| (e) | | |
| (f) | | |

- Q.10** The Kuldip Nayar Committee recommended the setting up of 'VARTA' and 'SANDESH' keeping in view the need for adequacy. Do you think this is a better arrangement ?
Yes..... No.....
- Q.11** Please give reasons for your views on the above :
- Q.12** It has been suggested that it would be advantageous to have three different news agencies for (i) Indian News (ii) Foreign News and (iii) Hindi News. Do you favour this suggestion ?
Yes..... No.....
- Q.13** If you are favourable to the suggestion, could you specify some important advantages of this arrangement in the space provided here ?
- Q.14** Do news agencies enjoy sufficient freedom and independence ?
Yes..... No.....
- Q.15** If 'no', what are the reasons ? (Please specify)
- Q.16** If the news agency puts out a story from a mofussil town meant for all-India release, and you also have a story from a correspondent, which would you rather use ?
News agency's story..... Correspondent's story.....
- Q.17** In the space provided here, please give your reasons for your choice.



Name.....

Address

APPENDIX I-18

TRAINING

- Q.1** Is professional training necessary for a successful career in journalism ? (Please tick)
Yes..... No.....
- Q.2** If 'yes', which agency or institution should offer such professional training ?
(a) University
(b) Government institution
(c) Newspapers themselves
(d) Any other organisation (Please specify)

- Q.3** What should the duration and nature of such a course be ?
- (a) Nine months full-time training
- (b) Nine months part-time training
- (c) Postal training
- (d) Three-year training after higher secondary or equivalent, leading to a degree in journalism
- (e) Two-year training after degree in Arts or Science or Law
- (f) Any other (Please specify)
- Q.4** While recruiting journalistic staff, do you give any special weightage to those with diploma/degree in journalism ?
- Yes..... No.....
- Q.5** If your answer to the above question is 'yes', in which manner do you give them weightage ?
- (a) Prefer to recruit holders of degree/diploma in journalism
- (b) Give them higher salaries/benefits
- (c) Any other (please specify)
- Q.6** If yours is an English paper, what percentage of your reporters know the language of the area in which they operate ?
- (a) 100 percentage
- (b) between 99 and 75 per cent
- (c) between 74 and 50 per cent
- (d) between 49 per cent and 25 per cent
- (e) below 25 per cent
- Q.7** What percentage of your reporters know typewriting only ?
- (a) below 25 percentage
- (b) between 26 and 50 per cent
- (c) between 51 and 75 per cent
- (d) above 75 per cent
- Q.8** What percentage of your reporters know shorthand and typing ?
- (a) below 25 per cent
- (b) between 26 and 50 per cent
- (c) between 51 and 75 per cent
- (d) above 75 per cent
- Q.9** Do you have any arrangements for in-service training for the staff who work for your paper ?
- Yes..... No.....
- Q.10** If your answer to the above question is 'yes', for which category of staff do you have in-service training arrangement?
- (a) Editorial staff
- (b) Printing staff
- (c) Advertising staff
- (d) Managerial staff

Q.11 Do you arrange to send your staff for training at any institution ?

Yes..... No.....

Q.12 If your response to the above question is 'yes', please write the name of the institution in the space given below :

Q.13 If your response to question 11 is 'no', is it because :

(a) You have your own arrangement ?

(b) You can't spare your staff for training ?

(c) You do not consider existing institutions competent ?

(d) Any other reason ? (If so, please specify)

Q.14 How many apprentices do you have now ?

Q.15 What average pay do they receive now ? Rs.....per.....

Q.16 Roughly how many apprentices have joined your organisation so far ?

Q.17 Roughly what percentage of them have received training so far ?

Q.18 What percentage of those apprentices who received training with you have been absorbed in your establishment ?

Q.19 Do you consider it necessary to provide to your staff training facilities in allied fields ?

	Yes	No	Don't know
(a) Communication
(b) Newspaper management
(c) Newspaper design and graphics
(d) Printing technology
(e) Any other

(If yes, please specify)

Q.20 It has been suggested that there should be a central recruiting bureau (like a service commission) to recruit professional staff for newspapers. Do you agree with this suggestion ?

Yes..... No.....

Please give reasons for your view in the space provided below :

Name

Address.....

.....

GROWTH SINCE 1954

SECTION A—NEWSPAPERS

- Q.1 Could you please fill in details about your newspaper(s) in the format given below ?
- | | |
|--|-------|
| 1. Name of newspaper(s) | |
| 2. Language published in | |
| 3. Date of commencement | |
| 4. Daily average circulation for the financial year of | |
| (a) 1965 | |
| (b) 1970 | |
| (c) 1975 | |
| (d) 1978 | |
- Q.2 Could you please give the breakdown of 1978 circulation ? (Please furnish approximate data if exact figures are not available)
- | | |
|---|-------|
| 1. Name of newspaper(s) | |
| 2. Within district or metro/town or city of publication | |
| 3. Outside India | |
| 4. Outside metro/town/city of publication | |
| 5. Total | |
- Q.3 Could you please give an approximate breakdown of the staff (all publications) on your rolls ? (Please write)
- | Category | No. on roll in 1965 or date of commencement of first publication | Present |
|------------------------------|--|---------|
| 1. Managerial/Administrative | | |
| 2. Editorial | | |
| 3. News gathering | | |
| 4. Printing/Production | | |
| 5. Advertising | | |
| 6. Others (please specify) | | |

SECTION B—MAGAZINES

- Q.4(a) Have you started any journal/magazine under the same ownership (control) during the last 10 years ? (Please tick)
- Yes ☐ No ☐
- Q.4(b) If 'yes', could you please give details as listed below ?
- | Name of the Magazine/Journal | Date of commencement | Periodicity |
|------------------------------|----------------------|-------------|
| | | |
- Q.4(c) If 'yes' to Q. 4(a), could you please indicate the contents of the magazines ? (Indicate against all items for each magazine/journal)
- | Contents | Names of Magazines/Journals |
|--|-----------------------------|
| 1. News and current topics | |
| 2. Fiction | |
| 3. Religious/Philosophical articles/text | |
| 4. Trade/Commerce | |
| 5. Education | |
| 6. Medicine/Health | |
| 7. Sports | |
| 8. Women and their problems | |
| 9. Agriculture | |
| 10. Films | |
| 11. Co-operative movement | |
| 12. Social Welfare | |
| 13. Science | |
| 14. Engineering/technology | |
| 15. Others | |

SECTION C—GENERAL

- Q.5(a) Were any of these magazines/newspapers discontinued ?
- Yes ☐ No ☐
2. I&B/82—5

Q.5(b) If 'yes', could you please list which ones and when they were discontinued and the reasons for discontinuing.

Name of newspaper/magazine discontinued	Date of last issue	Reason for discontinuing
(i)
(ii)
(iii)
(iv)
(v)

Q.6(a) Among the papers brought out by you can any be described as independent but committed to the philosophy of a political party ?

Yes-----

No-----

Q.6(b) If 'yes', could you please give details ?

Newspaper	Philosophy
(i)
(ii)
(iii)

Q.7 Is the circulation of the newspaper/magazine your major consideration in determining its contents ?

Yes No

1. For newspaper
2. For magazines

Q.8 If 'no' for any of the above, what is the manner of determining readers' preference ?

Q.9 Are you satisfied by the rate of growth of your newspaper/magazines ?

(i) Newspaper(s) Satisfied-----Not satisfied-----Can't say-----
(ii) Magazine(s) Satisfied-----Not satisfied-----Can't say-----

Q.10 If not satisfied with the rate of growth, what would you need to improve its circulation ?

Name.....
Address.....

APPENDIX I. 20

RELATIONS WITHIN NEWSPAPER INDUSTRY

SECTION A

Q.1 Apart from the editor, do you employ any other persons with the following designations in your paper ? (please tick)

a. Manager/General Manager
b. Managing Director
c. Managing Editor

Q.2(a) If 'yes' to any of the designations in Q.1, could you define the duties of the person ? (Please write)

a. Manager/General Manager
b. Managing Director
c. Managing Editor

Q.2(b) What are the duties of the Editor ?

Q.3 Could you please indicate your present editorial budget, if any ?
Rs.

Q.4 Who are the persons concerned with the final selection of

a. Junior Staff
b. Senior staff

Have you experienced any pressure in the matter of appointment ?

Yes-----

No-----

Q.5(b) If 'yes' to Q.5(a), could you indicate the source ? (Please tick)

Editor----- Government-----
Advertiser----- Others (Please specify)

Q.6 If 'yes', to Q. 5(a), approximately what percentage of such persons have you had to employ ?
-----percentage

- Q.7 Do you feel that appointment under pressure is likely to affect adversely the efficiency of the press ?
 Yes----- No----- Can't say-----
- Q.8 Have there been any occasions when members of the staff have used politicians/government officials to interfere with the working of the paper ?
 Yes----- No-----

SECTION D

- Q.9 Do you feel that editorial involvement in the following spheres is likely to influence efficiency ?
- | | Affect
Adversely | Affect
Favourably | No
Effect |
|------------------------|---------------------|----------------------|--------------|
| a. Financial decisions | ----- | ----- | ----- |
| b. Financial control | | | |
| c. Staff requirement | | | |
| d. Disciplinary action | | | |
- Q.10 Do you believe that the editor in your newspaper has full freedom and authority in matters connected with editing of the newspaper ?
 Yes----- No-----
- Q.10(b) If 'no' to Q. 10(a), what are the sources likely to influence editorial freedom?
- Q.11 The staffing pattern of the big newspapers is weighted more in favour of managerial and administrative sides rather than the journalistic. Do you
 Agree----- Disagree----- Can't say-----
- Q.12(a) Do you feel that the staffing pattern in big newspapers needs a review ?
 Yes----- No-----
- Q.12(b) If 'yes' to Q. 12(a), could you suggest any pattern that should be used ?
- Q.13(a) Do you think that trade union activities interfere with the working of the paper ?
 Yes----- No-----
- Q.13(b) If 'yes' to Q13(a), please indicate how it is likely to influence the working of the paper ?
 Title of the paper.....
 Language

Circulation (last financial year).....

Name
Address

STATUS OF THE PRESS

PART I

- Q.1 Do you read more than one newspaper (in any language) everyday ? (Please tick)
 Yes----- No-----
- Q.2 How much time on an average are you able to spend everyday in reading the newspaper(s) ?
 Less than 15 minutes
 Between 15 and 30 minutes
 Between 30 and 60 minutes
 More than 60 minutes

PART II

- Q.3 How often do you read the editorials in the newspaper(s) seen by you ?
 Always -----
 Often -----
 Rarely -----
 Never -----
- Q.4 Do you find that most editorial comments are biased ?
 Yes----- No-----
- Q.5 Do you analyse editorial comments in various papers ?
 Yes----- No----- Can't say-----

PART III

- Q.6 Do you feel that the news published in most newspapers is impartial ?
Yes----- No----- Can't say-----
- Q.7 Do you feel that most newspapers prefer 'sensational' news items ?
Yes----- No----- Can't say-----
- Q.8 Do you feel newspapers do not publish enough news about our development activities ?
Yes----- No----- Can't say-----
- Q.9(a) Do you feel the press had a greater credibility and standing some 25 years ago ?
Yes----- No----- Can't say-----
- Q.9(b) Please explain why you feel this way.
- Q.10 Do you feel that the press, at present, understands its own responsibility ?
Yes----- No----- Can't say-----
- Q.11 Could you recommend some ways in which the press could be made more responsible ? (Please write your comments)

PART IV

- Q.12 Written below are some general statements about the press. Could you please indicate, by ticking the appropriate box, what you feel about the views represented by the statements ?
There are no right or wrong answers.

Statement	Your views				
	Strongly agree	agree	Can't say	Disagree	Strongly disagree
1. Most newspapers represent some vested interests	-----	-----	-----	-----	-----
2. Most editorials are constructive	-----	-----	-----	-----	-----
3. Newspapers are too heavily filled with political news.	-----	-----	-----	-----	-----
4. Press Conferences are usually a waste of time	-----	-----	-----	-----	-----
5. Press, 25 years ago, was more vocal about popular causes.	-----	-----	-----	-----	-----
6. Newspapers need to be regulated by the government.	-----	-----	-----	-----	-----
7. Most newspapers are not objective in their views	-----	-----	-----	-----	-----
8. Ministers in India meet the press too often	-----	-----	-----	-----	-----
9. Newspapers should be used for misrepresenting facts.	-----	-----	-----	-----	-----

- Q.13 Have you ever read adverse comments about you or your department in newspapers ?

Yes----- No-----

- Q.14 Have you personally contacted any newspaper to redress any grievances or misinterpretation ?

Yes----- No-----

Name

Address

APPENDIX I, 22

FREEDOM OF EXPRESSION

- Q.1 Do you think, we now have complete freedom of expression in the country ? (Tick an answer)
Yes----- No----- Can't say-----
- Q.2 If 'no', to above question, what could be some of the factors inhibiting this ? (Please specify)
- Q.3 Which of the following instruments can be effective in ensuring sense of responsibility in the Press ? (Please tick all you feel could be used)
- | | |
|-----------------------------|-------|
| (a) Government action | |
| (b) Professional code | |
| (c) Self regulation | |
| (d) Reader's forums | |
| (e) An expert panel | |
| (f) Others (Please specify) | |

- Q.4 Do you feel that the Press, at present, exercises whatever freedom it has to operate responsibly ?
Yes----- No----- Can't say-----
- Q.5 Are the existing laws adequate to deal effectively with the Press for containing the following ?
Yes No Can't say
- (a) Libel
(b) Obscenity
(c) Incitement to violence
(d) Sedition
- Q.6 Have you had occasion to notice in any of the newspapers, articles of a scurrilous nature ?
Yes----- No-----
- Q.7 If 'yes', what action did you take ? (Please specify)
- Q.8 a. If no action has been taken, don't you consider that is in public interest to take such action ?
Yes----- No-----
b. If 'no', please state why ?
- Q.9 a. Do you have any system by which you take notice of comments and criticism in the press ?
Yes----- No-----
b. If 'yes', briefly describe it.
- Q.10 a. Do you believe that newspapers can be divided into "friendly" or "critical" categories in terms of their reporting ?
Yes----- No-----
b. If 'Yes', could you mentioned below, some newspapers, you could fit into these categories ?
friendly critical
1, 2, 3, 4 1, 2, 3, 4

Name

Address

APPENDIX I, 23

GOVERNMENT AND THE PRESS

- Q. 1 How would you rate the relationship between the Press and the Government at present in comparison to pre-Emergency days? (Please give reasons) (Please tick and write)
- | | Government | |
|-------------------|---------------|---------------|
| | At the Centre | In your State |
| (i) Better | | |
| (ii) Same | | |
| (iii) Worse | | |
| Reasons for above | | |
- Q. 2(a) Have you had any complaints regarding the rules for accreditation of the Press?
Yes No
- Q. 2(b) If 'yes' to Q. 2(a), which rules specifically were criticised and on what grounds?
- Q. 3 (a) Do you find that generally official releases are published :
In full in original form
Partly in original form
In an edited form
- Q. 3(b) Do you feel that generally the official releases are distorted by papers while publishing?
Yes No Can't say
- Q. 4(a) What is the quantum of official photographs released per week by you ?
Less than 10
between 10 and 25
between 26 and 50
over 51
- Q. 4(b) Of these, what percentages are generally published?
---% published.
- Q. 5(a) Have you ever had complaints that the official photographs are too V.I.P. oriented?
Yes No

- Q. 5(b) If 'yes', what do you feel are the major reasons for the releases being too V.I.P. oriented?
- Q. 5(c) Have you had any occasion to contact a newspaper to get a release or/photograph published?
Yes No
- Q. 5(d) If 'yes', do you consider that this action infringes on editorial independence?
Yes No
- Q. 5(e) Do you have any system which takes into account newspapers consistently as pro or anti-government? Is there any difference in the treatment given to any such category?
System :
Anti-government :
Pro-government :
- Q. 6. Do you feel that the Press takes advantage of the freedom enjoyed by it;?
Yes No Can't say
- Q. 7(a) Do you feel that the freedom of the Press should be regulated?
Yes No Can't say
- Q. 7(b) If 'yes', to Q. 7(a), what additional regulation need to be enacted?

Name

Address

APPENDIX 1, 24

FEATURE AGENCIES AND SYNDICATES

1. Name of agency
 2. Address
 3. List of ten major clients 1. 6.
2. 7.
3. 8.
4. 9.
5. 10.
 4. Range of fees paid for articles Rs. for
 5. Total approximate revenue for last financial year
197 to 197 Rs.
 6. Total approximate expenditure Rs.
- Q. 7. Could you please give the breakdown of the total strength of your staff, under the categories given below? (Please write)
- | Categories | Nos. |
|-------------------------------------|-------|
| A. Editorial | |
| B. Administrative | |
| C. Freelance writers & Contributors | |
| D. Others (Please specify) | |
| Total | |
- Q. 8. In which languages do you release features and syndicated articles in India?
- | | |
|---------|---------|
| A. | F. |
| B. | G. |
| C. | H. |
| D. | I. |
| E. | J. |
- Q. 9. What is the nature of subjects usually covered in your feature services?
- | | | |
|---------|---------|---------|
| A. | B. | C. |
| D. | E. | F. |

- Q. 10. Do you have any arrangements with foreign agencies to distribute your features abroad or vice versa? (Please write name (s) of agencies, brief details of agreements, if any, under specific head)
 A. Distributing in India B. Distributing abroad
- Q. 11. What are your major problems vis a vis clients serviced by you?
- Q. 12. What facilities, in your opinion, would be necessary to accelerate the growth of feature agencies in India?

Name

Address

APPENDIX I. 5

ADVERTISING

SECTION A

- Q. 1. What was the volume of advertisement placed by your agency during your last financial year in 1977-78 (A) 1
 (Please give approximate figures if exact break-up is not available).
 1. News paper Rs.
 2. Magazines/journals Rs.
- Q. 2. What is the number of newspapers and magazines on your media list? (Please give approximate number)
 1. Newspapers
 2. Magazines/journals
 (Please append a list of 10 most frequently used newspapers and magazines for releasing advertisements).
- Q. 3. In how many languages does your agency prepare and release advertisements?

SECTION B

- Q. 4. Is your agency a member of the Association of Advertising Agencies of India (Please tick)
 Yes No
- Q. 5. Has the Association ever drawn your attention to any deviation from their prescribed code?
 Yes No
- Q. 6. Would you recommend any other measures for self-regulation within the advertising profession? (Please give suggestions if any.)
- Q. 7. In your opinion, which are the current practices in the advertising world which could be described as being "unethical"?
- Q. 8. Do you feel that a voluntary body is likely to have sufficient authority over advertising agencies to check malpractices?
 Yes No Can't say
- Q. 9. Do you feel that the Government should set up an Advertising Council to check unethical practices in agencies?
 Yes No Can't say

SECTION C

- Q. 10. What measures do you take to ensure that the product claims made in the advertisements prepared by your agency are correct?
- Q. 11. Have there been any instances where complaints have arisen out of the 'copy' matter released for a product? (Please give details, if applicable)
- Q. 12. Were any of these complaints taken to court?
 Yes No
- Q. 11. Do you recommend any measures for consumer protection against 'false' advertising?

Name of Agency

Turnover in Rs.

Name

Address

.....

NEWS AGENCIES

- Q. 1.** Do you think that India's news agencies have been able to develop corresponding to development in the economic field especially transport and communications? (Please tick)
Yes No
- Q. 2.** If 'not', what are the reasons? (Please specify)
- Q. 3.** Do you think that Government should play a role in the development of news agencies?
Yes No
- Q. 4.** If 'yes', please specify Government's role briefly in the space given:
- Q. 5.** Please state the staff position (today and 5 years ago) in the following categories (give numbers)
- | | Managerial | Editorial
(desk) | Reporting
(including field) | International |
|------|------------|---------------------|--------------------------------|---------------|
| 1973 | | | | |
| 1978 | | | | |
- Q. 6.** In the matter of revenue, do you think the present rates of subscriptions are adequate?
Yes No
- Q. 7.** If 'not', what rate would you suggest? (Please specify in space provided here in terms of percentage increase over prevailing rates).
- Q. 8.** Do you consider concessions necessary for small papers and those in remote areas?
Yes No
- Q. 9.** If 'yes', kindly specify or describe such papers.
- Q. 10.** Roughly what is the proportion of regional news to all India news put out by your centre?
- | | |
|-----------------------------------|-------|
| (a) 100 % regional news | |
| (b) 80 % regional, 20 % all India | |
| (c) 60 % regional, 40 % all India | |
| (d) 40 % regional, 60 % all India | |
| (e) 20 % regional, 80 % all India | |
| (f) 100 % all India | |
- Q. 11.** Of the stories filed in by your centre, what percentage gets published in papers?
- | | |
|----------------------------|-------|
| (a) Between 100 % and 80 % | |
| (b) Between 79 % and 60 % | |
| (c) Between 59 % and 40 % | |
| (d) Between 39 % and 20 % | |
| (e) Below 20 % | |
- Q. 12.** When reporting regional news, do you :
- | | |
|--|-------|
| (a) provide a regional slant? | |
| (b) also file another version for all-India consumption? | |
- Q. 13.** Has there been any demand from small newspapers for regional coverage with regional slant?
Yes No
- Q. 14.** Please give the percentage of regional news, national news and international news put out in an average week.
- | Regional News | % | National News | % | International News | % | Total | % |
|---------------|-------|---------------|-------|--------------------|-------|-------|-------|
| | | | | | | | |
- Q. 15.** If you have any arrangements with foreign news agencies for exchange of stories, kindly give in the space below, the salient features of these arrangements.
- Name
- Address
-
-

TRAINING

PART-I

- Q. 1. What was your educational background when you joined the profession? (Please tick in the appropriate box)
- (a) High School
- (b) Intermediate of Arts or Science (or equivalent)
- (c) Bachelor of Arts or Science (or equivalent)
- (d) Master of Arts or Science (or equivalent)
- (e) Any other (Please specify)
- Q. 2. In addition to this educational background, if you had any specific training in journalism when you joined the profession, please specify in the space given below :
- Q. 3. Do you consider that for a career in journalism, the necessary background consists of :
- (a) General educational till school level
- (b) General education till school level plus aptitude
- (c) General education till B.A./B. Sc. level
- (d) General education till B.A./B. Sc. plus aptitude
- (e) General education higher than B.A./B.Sc.
- (f) General education higher than B.A./B.Sc. plus aptitude
- Q. 4. Do you think, in addition to your view on Q. 3, training in journalism is necessary?
- Yes No
- (If your answer is 'no' please go to Part III)

PART-II

- Q. 5. Which agency or institution should offer training in journalism?
- (a) Universities
- (b) Government institutions
- (c) Newspapers themselves
- (d) Any other organisation (Please specify)
- Q. 6. What should be the duration and nature of such a training course?
- (a) Nine months' full-time training
- (b) Nine months' part-time training
- (c) Postal training
- (d) Three years' training after higher secondary or equivalent leading to a degree in journalism
- (e) Two years' of training after a degree in Arts, Law or Science
- (f) Any other (Please specify)
- Q. 7. Did you experience any difficulties during your professional training?
- Yes No
- If your answer is 'yes', please specify the nature of difficulties faced by you,
- (a) Non-availability of textbooks
- (b) Inadequacy of available textbooks
- (c) Poor teaching standard
- (d) Lack of hostel facilities
- (e) Lack of practical training
- (f) Any other (Please specify)
- Q. 8. Is there any refresher course in journalism for those already in the profession?
- Yes No
- Q. 9. If your answer to the above question is 'yes', could you name in the space below some institutions which provide refresher courses?
- (a)
- (b)
- (c)
- (d)
- (e)
- Q. 10. Have you been to any refresher course?
- Yes No

- Q. 11.** If your answer to the above is 'yes', please write in the space below, the name of the course, the institution which provided it and your opinion on its usefulness.
- Q. 12.** In your opinion, are professionally trained journalists able to change to more lucrative professions?
 Yes No Can't say

Name
 Address

APPENDIX I, 28

TRAINING

- Q. 1.** Is professional training in journalism necessary for a successful career in journalism ? (Please tick)
 Yes No
- Q. 2.** If 'yes' to Q. 1, which agency or institution should offer such professional training?
 (a) University
 (b) Government institutions
 (c) Newspapers themselves
 (d) Any other organisation (Please specify)
- Q. 3.** What should be the duration and nature of such a course?
 (a) Nine month's full-time training
 (b) Nine month's part-time training
 (c) Postal training
 (d) Three year's training after higher secondary or equivalent-leading to a degree in journalism
 (e) Two years, training after degree in Arts, Law or Science
 (f) any other
- Q. 4.** When was your institution/department set up?
 In 19.....
- Q. 5.** Which of the following disciplines are taught in your institution/department now?
 (a) Journalism
 (b) Public Relations
 (c) Printing Technology
 (d) Advertising
 (e) Newspaper management
 (f) Newspaper design and graphics
 (g) Any other
- Q. 6.** Was there any change in the curriculum since inception?
 Yes No
- Q. 7.** Do you hold any aptitude tests for admission?
 Yes No
- Q. 8.** If 'yes', what type of tests?
- Q. 9.** Please provide details of students admitted to your course in the last three years.
- | Year | Number of male students | Number of female students | Total number of students |
|---------|-------------------------|---------------------------|--------------------------|
| 1975-76 | | | |
| 1976-77 | | | |
| 1977-78 | | | |
- Q. 10.** Is your diploma/degree recognised by:
 (a) State or Central Government
 (b) The profession/newspapers
 (c) Universities
 (d) Any other
 (e) Not recognised by any of the above
- Q. 11.** Do you think training provided by your institution/department is adequate?
 Yes No
- Q. 12.** If 'no' mention the major deficiencies in the space provided below.

- Q. 13.** Do you face any difficulties with regard to:
- (a) Finance
 - (b) Accommodation
 - (c) Qualified teaching staff
 - (d) Standard of student trainees
 - (e) Pressure from Govt.
 - (f) Interference of Universities authorities
 - (g) Inadequacy of available text-books
 - (h) Any other
- Q. 14.** Do you have any arrangement with newspapers for absorbing successful students.
- Yes No
- Q. 15.** If 'yes', how many have thus been placed in the last three years?
- | | |
|------------|--------------|
| Year | Number |
| Year | Number |
| Year | Number |
- Name
- Address

APPENDIX I. 29

PRESS LAWS

- Q. 1.(a)** Do you consider the present laws adequate to protect the freedom of the Press? (Please tick)
- Yes No
- (b)** If 'no' what modifications would you suggest in the existing laws to ensure the freedom of the Press?
- (c)** It has been suggested that Article 19 of the Constitution be amended on the basis of the first amendment in the American Constitution, so as to expressly prevent any laws being made to inhibit the freedom of the Press. Do you agree?
- Agree strongly
- Agree
- Disagree
- No opinion
- Q. 2.** If you agree that such an amendment is necessary, can you please state what are the difficulties you have encountered in Article 19(1)(a) remaining as it is?
- Q. 3.** Article 19(2), as you know, enable the State to impose reasonable restrictions in the interest of the security of the State, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence. Would you suggest any other permissible restrictions such as 'in the interest of the general public which expression is found in 19(5) and (6)?
- Q. 4.** Article 358(a) of the Constitution provides for suspension of Article 19 while proclamation of emergency is in operation. Since, emergency can be proclaimed under Article 352 where the security of India or any part of the territory is threatened by war or external aggression or internal disturbances, do you suggest that even under those circumstances Article 19—particularly 19(i)(a)—should not be suspended?
- Q. 5.** Do you want to draw a distinction between the situation where there is an external aggression and when there is internal disturbance, from the point of view of ensuring the freedom of the Press?
- Q. 6.** How do you suggest dealing with extra-ordinary situations e.g. during external aggression, particularly with reference to the freedom of the Press? (Do you suggest deletion of this article? If, so for what reason?)
- Q. 7.** Under Article 359, the right to move the court for enforcement of fundamental rights, including Article 19(i)(a), remains suspended if the President of India so declares. Do you suggest that right to move the court in exercise of Article 19(i)(a) should under no circumstances be suspended and the access to court should be left untrammelled?
- Q. 8.** Do you consider the present laws adequate to deal with the Press for containing the following?
- | | Yes | No | Can't say |
|----------------------------------|-------|-------|-----------|
| (a) Libel | | | |
| (b) Obscenity | | | |
| (c) Incitement to violence | | | |
| (d) Sedition | | | |

- Q. 9.(a)** Does the law of defamation inhibit the Press in reporting or commenting on criminal cases?
 Yes No Can't say
- (b)** Do you consider that it should remain on the statute?
 Yes No Can't say
- (c)** Is the law adequate to protect an individual from wilful mis-reporting by the Press?
 Yes No Can't say
- Q. 10.(a)** Do the provisions for contempt of court inhibit fair comment by the press on court cases?
 Yes No Can't say
- (b)** If 'yes', is it necessary to retain these provisions?
 Yes No Can't say
- Q. 11.** Any other comments.

Name.....
 Address.....

APPENDIX I, 30

STATUS OF THE PRESS

PERIODICALS

(Weeklies, Fortnightlies, Monthlies, etc.)

Name of the Paper:

Average number of papers:

Periodicity:

Weekly
 Fortnightly
 Monthly
 Bi-monthly
 Quarterly

- Q. 1.** Since when is the paper being regularly published?
 Year
- 1976 1977 1978
- Q. 2.** (a) Number of copies printed
 (b) Number of copies subscribed directly
 (c) Number of copies sold through agents
 (d) Number of complimentary copies
- Q. 3.** Percentage of contents in an average issue
 (a) News and views %
 (b) Articles of topical interest %
 (c) General articles for the common reader %
 (d) Photographs and other visuals %
 (e) Specialised articles %
 (f) Editorials %
 (g) Advertisements %
- Q. 4.** Percentage of reading matter in an average issue
 (a) Contributed by staff %
 (b) Outside contributions %
 (c) Handouts/Press releases %
- Q. 5.** (a) Is any payment made to contributors?
 Yes No
 (b) If 'yes', at what rate?
- Q. 6.** Revenue earned. (average per issue or in a year)
 (Please give the figures which are readily available)
 (a) From sales
 (b) From advertisements
 (c) From other sources

- Q. 7.** Expenditure (average per issue or in a year)
- (a) On paper and printing
- (b) Payments to contributors
- (c) Salaries
- (d) Distribution
- (e) Stock-making
- Q. 8.** (a) What is the rate of advertisement?
- (b) If it is not uniform, what are the grounds for charging different rates?
- Q. 9.** Do you get nearly the same amount of Government advertisement as compared with
- (a) a periodical of equal circulation and standing?
- Yes No
- (b) a daily of equal circulation
- Yes No
- Q. 10.** Has your circulation failed to pick up as expected?
- Yes No
- Q. 11.** In case your circulation has remained more or less static, is it because of
- (a) inadequate readership interest?
- (b) lack of finance to expand and grow?
- (c) lack of experience in business?
- (d) limited distribution facilities?
- Q. 12.** (a) Do you use newsprint for your publication?
- Yes No
- (b) If 'yes', do you find it difficult to procure it?
- Yes No
- Q. 13.** (a) Do you have your own printing press?
- Yes No
- (b) If 'yes', when did you instal it?
- (c) Is it being utilized for printing anything else?
- (Other magazine or job work)
- Yes No
- Q.14.** (a) Did you ever apply to the Government for import of printing machinery ?
- Yes No.
- (b) If 'yes', was the import licence granted ?
- Yes No
- (c) If granted, did the import actually take place ?
- Yes No
- (d) If not, reasons theref or.
- Q.15.** If you do not have your own printing arrangements, where do you get the job done ? (Please write)
- Q.16.** Do you find any difficulty in getting the journal/magazine printed which casuses delay in publication ?
- Yes No
- Q.17.** Any other information you wish to add.
- Title of magazine/jouirnal.
- Language.....
- Circulation (last finanical year).....

Name

Address

RIGHT TO PRIVACY

- Q.1. Is it legitimate for the Press to disclose facts concerning the private life of an individual which have no bearing on public affairs or in which the public has no interest ?
 Yes..... No..... Can't say.....
- Q.2. Please give some criterion for distinguishing public interest from mere curiosity.
- Q.3. On what grounds, if any, is the disclosure of facts of the private life of a public man or a person prominent in the public eye justified in newspaper reports ?
- Q.4. Kindly give some examples of invasions of privacy which, in your view, are in the public interest. (If there have been published reports of this nature, kindly mention the subject-matter and the approximate date in terms of years. It will be most helpful if you could also identify the illustrative reports in greater detail, e.g., source, date of publication etc.)
- Q.5. Kindly give some examples of invasions of privacy which, in your opinion, are not in the public interest and are undesirable. (If there have been published reports of this nature, kindly mention the subject-matter and the approximate date in terms of years. It will be most helpful if you could also identify the illustrative reports in greater detail, e.g., source, date of publication, etc.)
- Q. (a) It has been said that, not infrequently allegations are made in newspaper reports in respect of an individual's private life recklessly or without due regard to their truth, in the name of investigative journalism. Do you agree ?
 Yes No Can't say
- Q.6(b). If the answer is in the affirmative, does it in your opinion constitute an invasion of the individual's right to privacy ? Kindly give some examples.
- Q.7. What are the measures you would recommend to safeguard the individual's right to privacy without impairing the freedom of the Press ? (Please tick)
- (a) Constitutional
- (b) Legal
- (c) Institutional : for example, monitoring by the Press Council or by some other body to be created for the purpose. If a body other than the Press Council is recommended by you, kindly give reasons and suggest what its constitution should be.
- Name.....
- Address
-
- Where applicable, please also give :
 Title of the paper
 Language Periodicity
 Circulation (1980)

ADVERTISING

SECTION—A

Q.1. What was the volume of advertisement placed by your agency during 1979-80 (April-March) or other latest available year. (Please give approximate figures if exact break-up is not available) with ;

- (1) Newspapers(Rs.)
 (2) Magazines/Journals(Rs.)
 (3) Other media(Rs.)

Q.2. What is the number of newspapers and magazines on your media list ? (Please give an approximate number).

- (1) Newspapers
 (2) Magazines/Journals

(Please append in the following proforma a list of 20 most used newspapers and magazines respectively for releasing advertisements and the volume of advertisement placed with them during 1979-80 or other latest available year.)

Name of Newspaper/Magazine	Place of publication (separate for different editions, if specified) and address	Language	Amount Rs.
----------------------------	--	----------	---------------

Q.3. Please specify the languages in which your agency prepares and releases advertisements ?

- Q.4. (a) On what basis do you make the distribution of total advertising among different media ;
 (i) Newspapers and magazines, including various editions of a newspaper
 (ii) Other media
 (b) Do you use studies (e.g., readership), or organise market surveys for the above purpose ? (Please specify)
 (c) Do you give any advertisements to a newspaper/magazine on considerations other than commercial ? (Please specify)
 (d) 1. To what extent are your placements of advertisement affected by :
 (i) the views propounded by the newspaper/magazine ;
 (ii) its ownership ;
 (iii) its advertisement rates ;
 (iv) its circulation ;
 (v) its class of readership ?

2. On what basis do you assess (iv) and (v) above ?

Q.5. Please give a list of the top 10 clients of your agency :

Name of account	Total advertising bill Rs.	Total amount spent on Press advertisements, Rs.
-----------------	-------------------------------	--

SECTION—B

Q.6. Is your agency a member of the Associations of Advertising Agencies of India ? (Please tick)

Yes No

Q.7. Has the association ever drawn your attention to any deviation from their prescribed code ? If 'Yes', kindly give details.

Yes No

Q.8. Would you recommend any other measures for self-regulation within the advertising profession ? (Please give suggestions, if any).

Q.9. In your opinion, which are the current practices, if any, in the advertising world which could be described as being "Un-ethical" ?

Q.10. Do you feel that a voluntary body is likely to have sufficient authority over advertising agencies to check malpractices ?
 Yes No Can't say

Q.11. Do you feel that the Government should set up an Advertising Council to check unethical practices in agencies ?
 Yes No Can't say

- SECTIONS--D**

- Address

NAMES OF WITNESSES*

(Goswami Commission)

DELHI

February 23, 1979

1. Shri M. Chalapati Rau,
2. Shri B.G. Verghese,

Journalist & Ex-Editor, National Herald.
Journalist, Ex-Editor, Hindustan Times

February 24, 1979

3. Shri K.R. Malkani,
4. Shri Surinder Nihal Singh

Editor, 'Organiser'
Editor, 'Statesman'

February 26, 1979

5. Dr. A.R. Kidwai,
6. Shri Narendra,
7. Shri Srikant Varma,
8. Shri S.C. Kala,

Educationist, Ex Chairman, UPSC
Editor 'Pratap'
Member of Parliament
Journalist.

February 27, 1979

9. Shri Eric Da Costa
10. Shri P.C. Varma,
11. Shri Hiranmay Karlekar,
12. Shri Romesh Thapar,

Managing Director, Indian Institute of Public Opinion
Journalist & President, Small & Medium Newspapers Association
Editor, 'Hindustan Times'
Editor, 'Seminar'

February 28, 1979

13. Shri P.G. Mavalankar,
14. Shri Khushwant Singh,
15. Shri L. Meenakshisundaran,
16. Shri V.M. Tarkunde,

Member of Parliament.
Journalist, Editor, 'New Delhi'
President, NUJ, Madras
Senior Advocate, Supreme Court.

HYDERABAD

March 5, 1979

17. Shri Nageswara Rao,
18. Shri Ramoji Rao,
19. Shri Iman Ansari,

Dy. Editor, 'Deccan Chronicle'
Editor, 'Enadu'
Editor, 'Munsif'

March 6, 1979

20. Shri C.V. Sharma.
21. Shri Raza Ali,
22. Shri P. Vaman Rao,
23. Shri Abid Ali Khan,
24. Shri S. Radhakrishna,
25. Prof. Bashiruddin,

Correspondent, 'Searchlight'
Founder of Associated News Agency
Ex-Director of Information Govt. of Andhra Pradesh
Editor, 'Siyasat'
Editor, 'Andhra Patrika'
Head of Department of Communication & Journalism, Osmania University.
Editor, 'Andhra Bhoomi'

March 7, 1979

27. Shri V. Hanumantha Rao,
28. Shri A.B.K. Prasad,
29. Shri Rahim Faryadi,
30. Shri Narla Venkateswaram Rao,
31. Shri Syed Lateefuddin,
32. Shri Rajindra Prasad,
33. Shri V. Ramachandran,
34. Shri A.H.V. Subba Rao,
35. Shri Ifthikar Ahmad,
36. Shri Mahesh Vejaporkar,

Journalist & Proprietor, 'Data News Features'
Ex-editor, 'Andhra Bhoomi'
President, A.P. Urdu Periodicals Assn.
Former M.P. and Journalist
Editor 'Rahnuma-e-Deccan'

Representatives of Press Reporters Guild, Hyderabad

* Some witnesses met the Commission more than once.

March 8, 1979

37. Shri Jaganmohan Reddy,
38. Shri C. Raghavachari,
39. Shri Moin Farooqui
40. Shri C.G. Chowdhury }
41. Shri A. Venkataraman }
42. Shri Vasant Rao,
43. Shri Prabhakar Rao }
44. Shri G. Rama Rao }
45. Shri Varadachari }
46. Dr. A.R. Baji

47. Smt. Akhileshwari Vishweshwara Rao

Ex-Judge, Supreme Court
Editor, 'Visalandhra' Vijayawada
Editor, 'Angarey'
President, High Court Bar Assn.
Secretary, High Court Bar Assn.
Editor, 'Musheer-I-Deccan'
General Secretary, A.P. Union of Working Journalists & Members

Director General, Public Relations and Exhibitions, Government of Andhra Pradesh.

Journalist, Data News Features.

MADRAS

March 10, 1979

48. Shri V.V. Giri
49. Smt. Rukmini Devi,
50. Shri G. Kasturi,
51. Shri V.P.V. Rajan,
52. Shri A.K. Sivaraman,

Former President, Kala Kshetra
Editor 'Hindu'
Editor, 'Mail'
Editor, 'Dinamani'

March 11, 1979

53. Shri C.R. Pattabhiraman,
54. Shri S. Vishwanathan,
55. Shri A.V. Rangachari }
56. Shri U.R. Vyas }
57. Shri K. Srinivasan }
58. Shri G. Swaminathan,
59. Shri S.A.P. Annamali,

Former Union Deputy Minister of Information & Broadcasting
Editor, 'Industrial Economist'

General Secretary, and Members, Readers' Council, Madras

Former Advocate-General, Madras
Editor, 'Kumudam'

March 12, 1979

60. Shri G. Srinivasan,
61. Dr. D. Sadasivan
62. Shri G.N. Srinivasan }
63. Shri R.V. Mowli }
64. Shri R. Narasimhan,
65. Shri K. Krishnamurthy
66. Shri D. Sitaram,
67. Shri Na Parthasarthy,
68. Shri K. Narayanswamy Mudaliar

Editor, 'Swadesamitran'
Head of Deptt. of Journalism, Madras University.
General Secretary & Secretary, Madras Reporters' Guild.

President, Co-operative Society.
Assistant Editor, 'Hindu'
Managing Director, Hindustan Teleprinters Limited.
Editor, 'Deepam'
Law Minister, Madras.

March 13, 1979

69. Shri K. Rajendran,
70. Shri S. Murali Kumar,
71. Shri A.S. Raman,
72. Shri K. Muthiah,
73. Smt. Malathi Chundur,
74. Shri P.H. Pandyan,
75. Shri Abdul Latiff Farooqui

Editor 'Kalki'
Journalist
Editor, 'Swarajya'
Editor, 'Theekadir'
Columnist, 'Andhra Prabha'
MLC, Madras.
Editor, 'Musalman'

TRIVANDRUM

March 16, 1979

76. Shri K.M. Mathew,
77. Shri T.K. Rajasekharan,
78. Shri K.M. Chacko,
79. Shri G. Bhaskaran Nair
80. Most Rev. Mar Gregorious,
81. Shri C.G. Kesavan,
82. Shri Jacob John,

Editor, 'Malayala Manorama'
Ex-Director of Public Relations, Government of Kerala.
Director, Public Relations, Government of Kerala
Chief Secretary, Govt. of Kerala.
Archbishop of Trivandrum
Kerala Press Service
Proof Reader, Indian Express

March 17, 1979

83. Shri V.P. Ramachandran
84. Shri K.C. John
85. Shri M. George

Editor, 'Mathrubhumi'
Institute of Journalism
Teacher

March, 18, 1979

86. Shri M. Madhusoodanam
87. Dr. V.K. Sukumaran Nair
88. Shri C.P. Mamoo
89. Shri R.K. Mohammad
90. Shri C.P. Vishwanatha
91. Shri S. Varadarajan Nair
92. Shri K.M. Roy,
93. Shri E.M.S. Namboodripad
94. Dr. K.N. Raj,

Editor, 'Kerala Kaumudi'
Vice -Chancellor, Kerala University.
Editor, 'KeralaKaumudi'

Editor, 'Samatha'
Minister for Information, Kerala.
President, Kerala Working Journalists'
Association
Proprietor, 'Deshabhimani'
Economist.

March 19, 1979

95. Shri P.K. Vasudevan Nari
96. Shri Mohammad Koya
97. Shri P. Maryadas
98. Shri P.M. Joseph
99. Shri A.K. Syed
100. Shri F.M. Gafoor
101. Shri P. Govind Pillai

Chief Minister, Kerala
Education Minister, Kerala

Representatives of Newspaper Employees' Association, Kerala

Niramala Newspaper
Editor, 'Deshabhimani'

AURANGABAD

March 20, 1979

102. Shri Anant Bhaledeo
103. Shri Shantaram Joshi
104. Shri Aziz Khusro

Editor, 'Marathwada',
President, Distt. Journalists' Assn.
Editor, 'Aurangabad Times'

BOMBAY

March 22, 1979

105. Shri S.B. Bedarkar
106. Shri Jehan D. Daruwala
107. Shri T.S. Nilakantan
108. Shri Girilal Jain
109. Shri Appa Porde
110. Shri L.N. Gokhale
111. Shri Binod Rao

Editor, 'Nagpur Times'
Editor, Bombay Samachar
Acting General Manager, Press Trust of India
Editor, Times of India
C/o Mumbai Marathi Patrakar Sangh
Director, Department of Journalism, University of Pune
Former Director of Information, Government of Maharashtra

March 23, 1979

112. Shri Ayaz Peerbhoy
113. Shri C.C. Shah
114. Shri G.S. Talwalkar
115. Shri P.K. Dandekar
116. Shri Y.D. Lokurkar
117. Shri Yadunath Thatte
118. Shri R.K. Karanjia,
119. Shri Mahesh R. Desai
120. Shri Krishna Raj
121. Dr. M.S. Prabhakar
122. Smt. Rajani Desai

Audit Bureau of Circulations
Chairman, Press Trust of India
Editor, Maharashtra Times
C/o Court of Inquiry, Jumbo Jet Aircrash
Journalist
Editor, 'Sadhana', Pune
Editor, Blitz News Magazine
Valsad Journalists' Association
Editor, Economic & Political Weekly
Assistant Editor Economic & Political Weekly
Associate Editor Economic & Political Weekly

March 24, 1979

123. Shri Harry D'Penha
124. Shri Minoo Masani
125. Shri S.M. Joshi
126. Shri C.S. Karnik
127. Shri Ahmad Ibrahim
128. Shri Subhash Chandra Sarkar

Formerly Chief Censor
Former M.P.
Political Leader
Secretary, Audit Bureau of Circulation
President, Advertising Agencies Association of India
Commerce Research Bureau

March 25, 1979

129. Miss Kalpana Sharma,
130. Shri D.V. Gokhale,
131. Shri M.V. Kamath,
132. Shri S.G. Munagekar,
133. Shri M.H. Pantavane,
134. Dr. Jaswantlal Matubhai,
135. Shri Harindra Dave,
136. Shri H.M. Seervai,
137. Shri Atul S. talvad,
138. Shri A.G. Noorani,
139. Shri G.S. Pohekar,

Editor, 'Himmat'
Assistant Editor, Maharashtra Times
Editor, Illustrated Weekly
Editor, 'Sakal', Pune
Editor, 'Lokaseva', Nagpur
Chairman, 'Sakal'
'Janashakti'
Former Advocate-General, Maharashtra
Advocate
Advocate
Bhartiya Vidya Bhavan

March 26, 1979

140. Shri S.K. Abhyankar,
141. Shri R.S. Agnihotri,
142. Shri Ayub Syed,

Examiner of Books & Publns.
Manager, Hindustan Samachar
Editor, Current

PANAJI

March 24, 1979

143. Shri R.M. Agarwal,
144. Mrs. Shashikala Kakodkar,
145. Members of Press Accreditation Committee (Shri Chandrakant Kemi, Editor, 'Rashtramat', Shri Menon of West Coast Times,
143. Shri Wagh of UNI and Shri Gavnekar, Chairman, Goa Journalists' Association in the Directorate of Public Relations).
149. Mr. Laxmidas Borkar,
150. Mr. Madhav Bir,
151. Mrs. Libia Lobo Sardesai,
152. Mr. R.V. Prabhugaokar,
153. Mr. Datta Saraf,
154. Mr. G.R. Singhbal,
155. Dr. Kamat Helekar,

Chief Secretary (in Sachivalaya)
(at Chief Minister's residence)
Editor, 'Nava-Prabha'
M.L.A.
Advocate and Social Worker
Chief Reporter, 'Gomantak'
Editor, 'Gomantak'
Bureau Chief, 'West Coast Times'
Post-Graduate Centre of the University of Bombay in Goa at Panaji.

AHMADABAD

March 27, 1979

156. Shri Nariman Gama
157. Shri Chandrakant Shah,
158. Shri Shantilal Shah,
159. Shri Sharad K. Mehta,
160. Shri P.T. Munshaw*
161. Shri B.N. Shah%
162. Shri I.N. Kania
163. Shri L.G. Dani
164. Shri Ramu Patel,
165. Shri Bakul Tripathi,
166. Shri Ratubhai Parikh,
167. Shri Harsukh Sanghani,
168. Shri Shrenik Kasturbhai,
169. Shri Ishwar Petlikar,
170. Shri Vasudev Mehta,
171. Shri Ranchhodlal Vayda,
172. Shri Arvind Narottam,
173. Shri Ashoke Chatterji,
174. Shri Mahendra Patel,

Formerly Director, 'Gujarat Samachar'
Formerly Editor, 'Loksatta' and 'Lokmat'
Editor, 'Gujarat Samachar'
Director of Information, Gujarat Govt.

*President and % Vice-President, Gujarat Chamber of Commerce

Editor, 'Western Times',
Columnist
Sociologist
Editor, Phoolchab, Rajkot
Millowner; Formerly Director 'Sandesh'
Columnist, Novelist and Social Reformer
Former Editor, 'Janasatta' and now Assistant Editor 'Sandesh'
Bhavan's College of Journalism and Mass Communication
Arvind Mills Limited
National Institute of Design
National Institute of Design

March 28, 1979

175. Shri A.N. Buch,
176. Shrimati Ela Bhatt,
177. Shri Pratap Shah,
178. Prof. Yashwant Shukla,
179. Shri Vajra Matri,

Textile Labour Association
SEWA (Self-employed Women's Assn), Magasaysay Award Winner.
MLA Saurashtra Samachar, Bhavnagar
Formerly Head of Deptt. of Journalism, H.K. College
News Editor, 'Gujarat Samachar'

180. Shri Ramesh Shah,
181. Shri Niranjan Parikh,
182. Shri Mahesh Thakar,
183. Shri A. Qureshi,
184. Shri Fatesh Bahadur,
185. Shri Chimanbhai Patel,
186. Shri Manubhai Naik,
187. Shri E.V. Chitnis,
188. Shri J.M. Thakore,
189. Shri Gunwant Kothari,
190. Shri Kirit Bhatt,
191. Shri Ishwar Pancholi,

BHOPAL

April 9, 1979

192. Shri D.S. Tomar Raja
193. Shri L.S. Hardenia
194. Shri Gangaprasad Thakur
195. Shri Prem Srivastava
196. Shri Kailash Pant
197. Shri Ayadh Anand
198. Shri Vijay Dutt Shridhar
199. Shri Rajendra Mathur,
200. Shri Narendra Tiwari,
201. Shri G.L. Vora,
202. Shri N. Rajan,
203. Shri K.P. Dikshit,
204. Shri Wahid Rasul Ansari,
205. Shri Rahul Barpute,
206. Shri D.L. Bapna,
207. Shri L.S. Hardenia
208. Shri V.D. Shridhar

April 10, 1979

209. Shri Brahma Swaroop,
210. Shri Akhtar Saced,
211. Smt. Pratha Ratna,
212. Shri B.M. Bharati
213. Shri Yashwant Angarey
214. Shri R. Singh and Shri R. Sangi,
215. Shri Kirti Dev Shukla,
216. Shri R.C.V.P. Noronha,
217. Shri K.P. Narayanan,
218. Shri Devendra Khare,
219. Shri Mayaram Surjan
220. Shri Raj Bharadwaj
221. Shri Jogeshwar Prasad Pandey,
222. Shri Swaraj Prasad Trivedi
223. Shri Arjun Singh,

JAIPUR

April 14, 1977

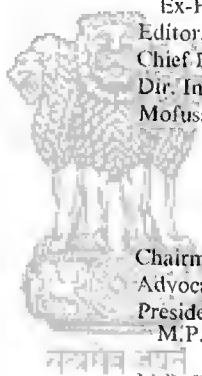
224. Shri Kapoor Chand Kulish,
225. Shri Rajesh Sharma,
226. Shri K.K. Jain,
227. Shri R.S. Bhatt,
228. Shri Sharad Deora,
229. Shri Sita Sharan Devlia,
230. Dr. Ved Vyas and
231. Dr. Vishwambhar Upadhyaya

Gujarat Journalists' Union

Owner & Managing Editor, 'Sandesh'
 Editor, 'Pratap, Surat'
 Indian Space Research Organisation
 President, Bar Association
 Editor, 'Prabhat'
 'Loksatta', Baroda
 Editor, 'Janasatta'

Delegation of IFWJ

Editor, Nai Dunia, Indore
 Mg. Editor, Nai Dunia' President of the Indian Language News papers Assn.
 Editor, Navbharat & M.P. Chronicle
 Editor, Hitavada
 Ex-Head of Deptt. of Journalism, Jabalpur University
 Editor, Adivasi Times, Ratlam
 Chief Editor, Nai Dunia, Indore
 Dir. Information & Publicity, Govt. of Madhya Pradesh
 Mofussil Working Journalists Union.



Chairman and Mg. Dir. NEPA Mills
 Advocate
 President Small Newspapers Association and Correspondent in M.P.

M.P. Patrakar Sangh

Editor, Prop. Satya Samachar News Agency
 Formerly Chief Secretary, Govt. of Madhya Pradesh
 Editor, M.P. Chronicle & Ex-editor of Nagpur Times
 Gen. Secy M.P. Journalists' Union and Editor, Sahakar Samachar
 Editor, Deshbandhu, Raipur
 Res Editor, Deshbandhu, Bhopal
 Ex-editor Bandhavi Samachar, Rewa
 Editor, Mahahoshal
 MLA and Leader of the Opposition

Editor, 'Rashtradoot'
 Editor, 'Rashtradoot'
 Jt. Dir. Public Relations, Rajasthan
 Retd. Dir. Public Relations
 Editor, 'Anima'
 Editor, 'Socialist Samachar'

Rajasthan Progressive Writers' Association, Jaipur

232. Shri Padam Mehta,
 233. Shri V.V. Kala }
 234. Shri Alok Kala }
 235. Shri S.S. Acharya,

Editor, 'Jalte Deep'
 Editor, 'Diamond World'

Branch Manager Hindustan Samachar

April 15, 1979

236. Shri Bhanwar Surana,
 237. Shri Durga Prasad Chowdhury
 238. Shri Adityendra Chaturvedi,
 239. Shri Makhan Joshi,
 240. Shri Mehboob Ali,
 241. Shri K.C. Sondhi,
 242. Shri Marudhar Mradul,
 243. Shri Ghanshyam Ladla,
 244. Shri L.N. Gupta,

President Rajasthan Union of Working Journalists
 Editor, 'Navjyoti'
 Rep. Navbharat Times
 Journalist and M.D. 'Marudeep'
 Minister for Information, Govt. of Rajasthan
 Spl. Cor. Indian Express
 Advocate, Jodhpur
 Editor, 'Dakal'
 Home Commissioner, Govt. of Rajasthan

April 16, 1979

245. Shri Kashi Nath Gupta,
 246. Shri Sohan Lal Talwar,
 247. Shri Iftikharuddin Qureshi,
 248. Shri K.L. Kochar,
 249. Shri Bhanwar Sharma 'Atal'
 250. Shri Krishna Mohan Khabya,
 251. Shri Anand Sharma,
 252. Shri Gopal Purohit,
 253. Shri V.S. Arunesh,
 254. Shri Prakash Jain,
 255. Shri Vinod Shankar Dave,
 256. Shri Gopal Saran Parikh,
 257. Shri Om Rahi,
 258. Shri S.L. Mathuria,

MLA and President, Rajasthan Patrahar Parishad and Editor
 Navyug Sandesh
 Editor, 'Ghummakar'
 Editor 'Kirdar'
 Director, Public Relations Govt. of Rajasthan
 Gen. Secy. All India Medium Newspapers Association & Chief
 Editor, 'Jan Nayak'
 Editor, 'Udaipur Express'
 Editor, 'Jaipur Chronicle'
 Functional Editor, 'Itwari Patrika'
 Editor, 'Adhikar'
 Editor, 'Lahar'
 President Rajasthan High Court Bar Association
 Member, Kalam Jivi Sangh.
 Editor, 'Railwayman'
 Sports Correspondent, UNI.

JODHPUR

April, 17, 1979

259. Shri Manak Chopra,
 260. Shri Goverdhan Hedau,
 261. Shri Sripal Singhi,
 262. Shri S.S. Vyas,
 263. Shri Radheshyam Yogi, }
 264. Shri R.K. Singh Bhandari }
 265. Shri Kamal Kothari,
 266. Dr. S.K. Lal,
 267. Dr. M.M. Kothari,

Editor, 'Jangan'
 Editor, 'Lalkar'
 Editor, 'Abhaydoot'
 Editor, 'Lok Jeevan'
 Editor and Publisher, Pratinidhi Daily

Dir. Institute of Folklore
 Lecturer, Jodhpur University
 Lecturer, Jodhpur University

RANAKPUR

April 18, 1979

268. Shri Jivraj Ranka,
 269. Shri S.N. Bora,

Editor, 'Halkar'
 Editor, 'Toofan Mail'

MOUNT ABU

April 19, 1979

270. Smt. Coomie Pheroze Merwanji,
 271. Brother Brij Mohan }
 272. Brother Anand Kishore }
 273. Brother Karuna }
 274. Sister Ratna Mohini }
 275. Sister Asha }
 276. Shri Lakshman Bhanbhani }
 277. Shri Anand Kishore Kanojia,
 278. Shri B.K. Karuna

Social Worker, Founder of National School for the Blind Mt.
 Abu
 Prajapita Brahma Kumaris

Ishwariya Vishwa Vidyala Mount Abu.
 Cor., Hindustan Samachar, Mt. Abu.
 Cor., Dainik Nyay
 Cor., UNI, Mount Abua

UDAIPUR

April 21, 1979

279. Shri Bhupendra Singh Kothari,
280. Shri Kanak Madhukar,
281. Shri Bahadur Singh Sarpuria

Editor, Yugdrasta, Udaipur
Editor, Navjeevan
Cor. A.I.R. and Rajasthan Patrika.

PONDICHERRY

March 13-14, 1979

282. Shri Ramajeevan,
283. Shri Suganandam,
284. Shri Vaithilingam,
285. Dr. Ranganathan,
286. Shri Thirunavu Karasu,
287. Shri Kammau,

Formerly M.L.A.
Advocate
Gandhi-Kamraj Party
Editor, 'Swatantra'
DMK
General Secretary, Congress (I)

LUCKNOW

April 29, 1979

288. Shri P.K. Roy
289. Shri R.K. Avasthi
290. Shri Akhilesh Mishra
291. Shri Bhagwat Saran
292. Shri K.N.M. Chak
293. Shri Ashokji
294. Shri Sailendra Kumar,
295. Shri Ishwar Dev Mishra,
296. Shri Vidya Bhaskar,
297. Shri Sambhu Nath Tandon,
298. Smt. Rajan Nehru
299. Shri S.K. Bose,
300. Dr. K.P. Agarwal,
301. Shri Vishwanath Prasad,
302. Shri Ishrat Ali Siddiqui.

President and members of the U.P. Working Journalists Union

Editorial Adviser, Swatantra Bharat
Representing Shri B.D. Agnihotri
Chairman, Press Accreditation Committee, Lucknow.
Assistant Editor, 'AJ'
PRO, IGP's Office, Lucknow.
Social Worker, Allahabad
Editor, Northern India Patrika.
Managing Editor, 'Pioneer' and Chief Editor, 'Swatantra Bharat'
Janvarta
Editor, 'Quami Awaj'

April 30, 1979

303. Shri Rajrup Singh Verma,
304. Dr. P.D. Hajela,
305. Shri P.D. Tandon,
306. Shri Rajiv Kumar Arora,
307. Shri S.N. Ghose,
308. Shri B.K. Chaturvedi,
309. Shri Vikram Rao.
310. Miss Sarla Sahni.

Editor, 'Dehat'
Vice-Chancellor, Allahabad University
Formerly Minister of Information, U.P.
Editor, 'Gandiva'
Adviser, 'Pioneer'
Administrator, Lucknow Corporation
Genl. Secy., IFWJ and Staff Correspondent Times of India
Director, Tribal Project Authority.

May 1, 1979

311. Shri G.C. Sinha,
312. Shri Hemendra Kumar,
313. Shri Yadav Rao Deshmukh,
314. Shri Narayan Desai,
315. Shri Manohar Khadilkar,
316. Shri Khan Ghufuran Zahidi,
317. Shri H.D. Srivastava.

Rtd. District Judge Lucknow.
Director of Information, Govt. of U. P.
Editor, 'Yug Vivek'
General Secy., National Peoples' Committee, Varanasi
Correspondent, Northern India Patrika, Varanasi
Editor, 'Siasat Jadid'
President Avadh Bar Association

PATNA

May 3, 1979

318. Shri S.K. Ghosh,
319. Shri Dinanath Jha,
320. Shri Nand Kishore Singh,
321. Shri K.A. Ramasubramanyam,
322. Shri Sambhunath Jha,
323. Shri R.K. Mukkar,
324. Shri H.N. Thakur.

Former Bureau Chief, PTI, Patna
Editor, Indian Nation
Editor, Uttar Bihar Weekly
Chief Secretary, Govt. of Bihar
MLC., Patna
Editor, Searchlight
Mg. Dir., Indian Nation Group of Publications

May 4, 1979

325. Shri S.N. Omar Farid,
326. Shri Chandra M. Mishra,

Editor, Quami Tanzeem
Special Correspondent, Patriot

327. Shri Khalid Rashid Saba,
 328. Shrimati Neelem Rani Singh
 329. Shri Bhagwan Pd. Singh
 330. Shri Debendra Prasad Singh
 331. Shri Kailesh Pati Mishra
 332. Shri Syed Razi Hyder
 333. Shri Paresh Chandra Chowdhury
 334. Shri Nirmal Kumar Chowdhury
 335. Shri Hiranend Shastri
 336. Prof. Sachchidanand
 337. Shri C.D. Sahay
 338. Shri Baleshwar Sharma
 339. Shri Ram Ratan Singh
 340. Shri Uttam Sen Gupta
 341. Shri D.P. Das Gupta
 342. Shri L. Dayal
 343. Shri R.D. Sahay

May 5, 1979

344. Shri R.B. Jha
 345. Shri Anirudh Jha
 346. Shri U.N. Mishra
 347. Shri R.D. Sharma
 348. Shri Srikant Thakur Vidyalankar,
 349. Shri Krishna Kant Prasad,
 350. Shri Rama Shankar

351. Shri Mewalal Shastri
 352. Dr. Jagannath Mishra

DELHI

May 8, 1979

353. Shri Arun Purie
 354. Shri B.P. Agarwal
 355. Shri Balraj Mehta
 356. Shri Y.K. Bhatnagar
 357. Shri L.P.S. Shrivastava
 358. Shri R.C. Ummat
 359. Shri G.N. Acharya
 360. Shri M.K. Ramamurti
 361. Shri A. Raghavan
 362. Shri K. Vikram Rao
 363. Shri T.R. Ramaswamy
 364. Shri J.P. Chaturvedi

May 9, 1979

365. Shri I.K. Gujral
 366. Shri G.G. Mirchandani
 367. Shri G.P. Jain
 368. Shri B.K. Joshi
 369. Shri B.G. Rau
 370. Shri T.M. Nagarajan
 371. Shri Dharama Vir Gandhi

May 10, 1979

372. Shri S. Viswam,
 373. Shri C.N. Chittaranjan
 374. Shri Kuldip Nayar,
 375. Shri Surendra Mohan,
 376. Shri B.D. Goenk,
 377. Shri C.R. Irani

May 14, 1979

378. Shri V.C. Natarajan
 379. Shri Ramnath Singha
 380. Shri Vivekananda Mukherjee
 381. Prof. Suneet Mukherjee
 382. Shri Anil Bhattacharjee

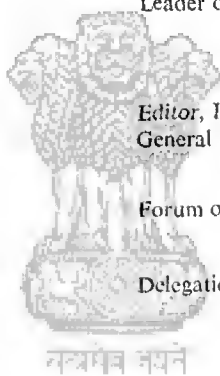
Editor, Sathi
 Editor, Neelratna, Begusarai
 Chief Editor Neelratna, Begusarai
 Ex-Vice Chancellor, Bhagalpur University
 Finance Minister, Govt. of Bihar
 Editor, Sada-e-Aam
 Journalist, Muzaffarpur
 Editor, Bihar Herald
 Editor, Arya Varta
 Director, A.N. Sinha Institute of Social Studies

Bihar State Press Correspondents Association

Editor, New Republic
 Editor, Sunday Press
 Agtl. Dev. Commissioner
 Director of Information, Govt. of Bihar

Secretary, Bihar State Small Newspaper Association
 Chairman -do-
 News-Editors, Janasakti

Former Editor, Aj and Pradeep
 Sub-Editor, Aryavarta
 General Secretary, All India Small and Medium Newspapers
 Federation.
 General Secretary, Bihar Journalists Association
 Leader of the Opposition



Editor, India Today
 General Manager and Chief Editor "Hindustan Samachar"

Forum of Financial Writers

Delegation of India Federation of Working Journalists

Formerly Minister of Information and Broadcasting, New Delhi
 General Manager UNI
 Editor, "Sevagram"
 Special Correspondent, National Herald
 Formerly Special Press Adviser
 General Secretary, Statesman Employees Union
 Chief Editor, Samachar Bharati

Special Correspondent, Deccan Herald
 Formerly Editor, "National Herald"
 Editor, "Express News Service"
 Member of Parliament
 Delegation of Indian and
 Eastern Newspaper Society

Manager, PTI
 Editor, "Dainik Chandrabhaga"
 Journalist & formerly Editor "Basumati"
 Deptt. of Journalism, Calcutta University
 Special Correspondent, "Jugantar"

383. Shri Aveep Sarkar
 384. Shri Nizamul Hussaini
 385. Shri Sunil Gangopadhaya
 386. Shri Nandagopal Sengupta
 387. Shri Parimal Bhattacharjee
 388. Dr. D.K. Rangnekar
 389. Shri T. N. Singh

Managing Editor, "Anand Bazar Group of Publications"
 Acting Editor, "Rozana Hindi"
 Writer and Columnist, "Ananda Bazar Patrika"
 Asstt. Editor, "Jugantar"
 President, Press Club
 Editor, "Business Standar"
 Governor, State of West Bengal

May 15, 1979

390. Shri Prasanta Sarkar
 391. Shri Suresh Bhakat
 392. Shri Sagarmoy Ghosh
 393. Shri Chittaranjan Chattopadhaya
 394. Prof. Bhabatosh Datta
 395. Shri J.M. Kaul
 396. Shri Sufyan Alam
 397. Shri Ashok Sarkar
 398. Shri Satyen Maitra
 399. Shri Adhir Chakravarty
 400. Shri Adhir Kumar Sinha

Editor, "Basumati"
 Editor, "Jhargram Barta"
 Editor, "Desh"
 General Secretary, W.B. Daily Newspaper Mufussil Journalist Association
 Economist; Chairman, Fact Finding Committee on Newspaper Economics.
 Chief Public Relations Manager, Indian Oxygen
 Editor, Asre-Jadid
 Editor, "Ananda Bazar Patrika"
 Bengal Social League
 Adviser Information, Govt. of W.B.
 Editor, Renaissance, Murshidabad

May 16, 1979

401. Shri Sudhangsu Basu
 402. Shri Bidyut Sarkar
 403. Shri Gopal Chandra Bhowmick
 404. Shri R.K. Poddar
 405. Shri Benoy Chatterjee
 406. Shri Arun Prakash Chatterji
 407. Shri Debabrata Mukherjee
 408. Shri Tushar Ranjan Patranobish
 409. Shri Mritunjoy Chattopadhyaya
 410. Shri Kanti Chowdhuri
 411. Shri Gour Kishore Ghosh
 412. Shri Tushar Kanti Ghosh
 413. Shrimati Gauri Nag
 414. Shri Niranjana Halder

Editor, "Hindustan Standard"
 Editor, "Capital"
 formerly Director of Information and Public Relations, West Bengal
 General Secretary, Weekly Newspaper Federation of India
 Chief Editor, "Bangladesh"
 Standing Counsel, Government of W.B.
 Delegation of West Bengal Union of Journalists
 Asstt. Editor, "Ananda Bazar Patrika"
 Editor, "Jugantar"
 Principal, Lady Brabourne College
 Asstt. Editor, "Ananda Bazar Patrika"

May 17, 1979

415. Shri D.P. Baranwal
 416. Shri Lalit Mohan Banerji
 417. Shri Kamal Banerjee
 418. Shri Nitish Sengupta
 419. Shri P.K. Roy
 420. Shri Barun Sengupta
 421. Shri B.D. Basnet
 422. Shri Prafulla Ratan Ganguly
 423. Shri M.J. Akbar

Ranigunj Press Club, Raniganj
 President Indian Journalists Assn.
 Editor, Murshidabad Samachar
 Secretary, Information Deptt., Government of W.B.
 Publisher, "Amrita Bazar Patrika"
 Political Correspondent "Ananda Bazar Patrika"
 Editor, "Himalayan Observer"
 Indian Journalists Assn.
 Editor, "Sunday"

May 18, 1979

424. Shri Jyoti Dasgupta
 425. Shri Anil Bhanja
 426. Dr. P.D. Himmatsinghka
 427. Shri R.C. Kar
 428. Shri Anil Biswas
 429. Shri Dashrathi Tah
 430. Shri Sidhartha Tah
 431. Dr. Partha Chatterji
 432. Shri Jivan Lal Banerjee
 433. Shri Madhusudan Majumdar

Editor, "Kalantar" and General Manager
 President and Secretary, Incorporated Law Society Calcutta High Court
 News Editor, "Ganasakti"
 Editor, "Dainik Damodar", Burdwan
 Asso-Editor "Dainik Damodar", Burdwan
 Correspondent "Ananda Bazar Patrika"
 Editor, "Satyayug"
 Editor, "Suktara"

BHUBANESWAR

May 19, 1979

434. Shri R.N. Panda,
 435. Shri Gaur Chandra Raut,
 436. Shri Debendra Nath Pati,
 437. Shri Rajani Kanta Das,
 438. Shri Kishore Chandra Tripathy,
 439. Shri Narayan Rath,
 440. Shri Fakir Charan Das,
 441. Shri Kalindi Charan Panigrahi,

Editor, "Dharitri"
 Editor, "Nababarta"
 Correspondent "Samaj"
 Editor, "Rourkela Reporter"
 Member Servants Peoples' Society
 President Orissa Union of Journalists
 Manager, "Samaj"
 President, Samajwadi Society

May 20, 1979

442. Shri Shreeharsha Mishra,
 443. Shri N. K. Mohapatra,
 444. Shri Biswambhar Parida,
 445. Shri Trivikram Tripathy,
 446. Shri Gopal Misra
 447. Shri N.K. Swami
 448. Shri V.K. Kanungo
 449. Shri R.P. Baghchi
 450. Shri Radhanath Rath,
 451. Shri Raghunath Mishra,
 452. Shri Gangadhar Rath,
 453. Shri Narendra Krushna Dhal,
 454. Dr. Hare Krushna Mahtab,
 455. Shri Dinabandhu Mohapatra
 456. Shri Somnath Mishra
 457. Shri Banchhanidhi Das

Editor, "Prajantra"
 Editor, "News of the World"
 Manager, "Prajantra"
 Editor, "Kosala", Sambalpur

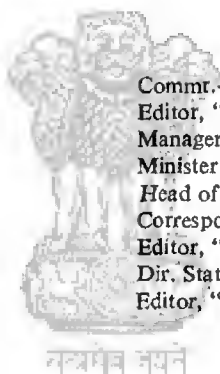
President and Associates of Utkal Journalists Association

Editor, "Samaj"
 Editor, "Yugabarta"
 Former Advocate General
 Secretary, Matrubhumi Workers Association
 Former Chief Minister
 Delegation of Readers Forum, Bhubaneswar

May 21, 1979

458. Shri Sitakanta Mohapatra,
 459. Shri B.C. Mohanty,
 460. Shri R.K. Behera,
 461. Shri Advaita Prasad Singh,
 462. Shri Chintamani Mohapatra,
 463. Shri N.R. Swamy,
 464. Shri Biswanath Samanta,
 465. Shri Bibhuti Bhushan Mohanty,
 466. Shri Janaki Ballav Patnaik,

Commr.-cum-Secretary, Home Deptt., Govt. of Orissa
 Editor, "Swarajya"
 Manager, PTI, Bhubaneswar
 Minister of Information & Rural Services, Govt. of Orissa
 Head of Deptt. of Journalism, Berhampur University
 Correspondent "Hindu"
 Editor, "Bande Mataram"
 Dir. State Resources Centre for Adult Education
 Editor, "Paurusha"



GAUHATI

May 23, 1979

467. Shri K.N. Hazarika,
 468. Shri S.C. Kakati,
 469. Shri Purna Sarma,
 470. Shri Pradeep Dasgupta,
 471. Prof. D.P. Barua,
 472. Shri Purnendu Chowdhuri,
 473. Shri P.N. Talukdar,
 474. Shri Jiva Gogoi,
 475. Shri B.K. Bhattacharya,
 476. Shri Pradeep Kumar Saikia,
 477. Shri Amit Kumar Nag,
 478. Shri P.C. Gupta,

Editor, "Dainik Assam"
 Ex-Editor, "Assam Bani"
 Editor, "Ganatantra"
 Principal Correspondent "Ananda Bazar Patrika"
 Head of Deptt. of Journalism Gauhati University
 President, H.C. Bar Association
 President, Assam Journalists Assn.
 Mg. Dir. & Editor, "Assam Express"
 Kharghuli, Gauhati
 Editor, "Amar Pragati"
 Spl. Cor. "Amrita Bazar Patrika"
 Manager, "Akela" Publication, Tinsukia

May 24, 1979

479. Shri Naren Deka,
 480. Shri Jatin Hazarika,
 481. Shri Barun Dasgupta,
 482. Shri Satya Prasad Barua,
 483. Shri B.C. Pathak,
 484. Shri Subimal Chaudhuri,
 485. Shri Bhupen Datta Bhowmick,

Chief Sub-Editor, "Assam Tribune"
 Information Secretary
 Staff Cor., "Patriot"
 Former Dir. of Publicity and Information, Govt. of Assam
 D.I. & P.R., Govt. of Assam
 Bureau Manager of Hindusthan Samachar
 Editor, "Dainik Sambad"

486. Smt. Molian Das,
487. Shri Pradeep Barua,
488. Shri Prafulla Chandra Barua,
489. Shri Gourishankar Bhattacharya,

May 25, 1979

490. Shri Kanak Sen Deka,
491. Shri Kamal Gogoi,
492. Shri Dhiren Chakravarty,
493. Shri Nakul Chandra Das,
494. Shri R.M. Bhagwati,
495. Shrimati Nirupama Borgohain,
496. Shri Sada Chaliha,
497. Shri M.N.Datta Barua,
498. Prof. Jogesh Das,
499. Shri Bhabesh Chandra Barua,

May 26, 1979

500. Shri Khetra Phukan,
501. Shri J.C.Dutta,
502. Shri R.M. Goswami,
503. Shri Dadhi Mohanta,
504. Shri Sailen Medhi,
505. Shri Narendra Mohan Lahiri,
506. Shri J.P.Bhattacharjee,
507. Shri Golap Chandra Barbora,
508. Shri Arvinda Majumdar

Publisher "Dainik Samba"
Mg. Partner, "Assam Tribune"
Editor, "Dainik Janmabhumi"
Advocate General, Govt. of Assam

Editor, "Agradoot (A) & North East (Eng)"
Former President of Assam Union of Working Journalists
Addl. Dir. Information and Public Relation
Asst. Editor, "Assam Express"
Editor "Natun Assam"
Asstt. Editor, "Saptahik Nilachal"
Principal Biswanath Chairali College, Darrang
Editor, "Saptahik Nilachal"
Head of Deptt. of Assamese of B. Barooah College, Gauhati
Advocate General, Govt. of Assam

President Assam Tribune Employees Union
Mg.Editor, "Prantajyoti"
Editor, "Alok"
Editor, "Janamt"
Advocate & Acting Secy., Distt. Bar Association
Advocate General, Govt. of Meghalaya
Advocate General, Govt. of Nagaland
Chief Minister of Assam
Lecturer, Journalism Deptt., Gauhati University.

SHILLONG

May 28, 1979

509. Shri A.K.Dhan,
510. Shri H.W.Sten,
511. Shri D.D.Lapang,
512. Shri G.Hamilton,
513. Shri S.K.Dutta,
514. Shri A.V.Pakanga,
515. Shri B.M.Pugh,
516. Shri A.B.M.Roy,
517. Shri R.L.Thanzaena,

May 29, 1979

518. Shri Lalkhawliana,
519. Shri R.T. Rymbai,
520. Shri M.P.Hazarika,
521. Shri A.S.Khongphai,
522. Shri R.M.Baruah,
523. Shri L.Harrison,
524. Shri Manas Choudhury,
525. Shri D.S.Khondup,
526. Shri S.K.Handa,
527. Shri V.I.K.Sarin,
528. Shri H.B.Sangma,

May 30, 1979

529. Shri N.K.Dutta,
530. Shri Guru Dev,
531. Shri H.G.Lyngdoh,

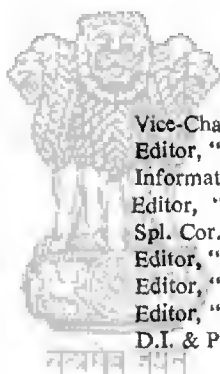
532. Shri Sumer Singh Sawain,
533. Shri B.F.Syiem,
534. Shri B.M.Lanong,
535. Shri Raghunath Upadhaya,

Vice-Chancellor, North East University
Editor, "Repeca"
Information Minister, Meghalaya
Editor, "Norgasain Hime"
Spl. Cor. "Times of India"
Editor, "Sakoibaknei"
Editor, "Meghdoot"
Editor, "Nongapret Lynti"
D.I. & P.R. Aizwal

Editor, "Highlander"
Retd. Secy., Govt. of Meghalaya
D.I. and P.R., Arunachal Pradesh
Vice-President, Bar Association
Editor, "Assam Tribune"
Editor, "Kapyarta Uriewlum"
Editor, "Shillong Times"
Secretary Legislative Assembly, Meghalaya.
Spl. Cor. & Chief Bureau North East UNI
Cor. Indian Express
Dy. D.I. and P.R., Govt. of Meghalaya

Cor. Amrita Bazar Patrika & Jugantar
Spl. Cor. Statesman
D.I. & P.R. Govt. of Meghalaya

Cor. P.T.I., Shillong
Editor, "Kalyngwai Depel"
Editor, "Implanter"
Editor, "Swadesh"



DIMA PUR

May 30, 1979

536. Shri Mhiesizokho Zinyu,
 537. Shri Charlie Kevichusa,
 538. Shri Viya Sekhose,
 539. Shri Sanjoy Dutta,
 540. Shri Monshon Murry,
 541. Shri S.Bhattacharjee,
 542. Shri A.K.Guha,

Editor, "Platform"
 Editor,
 Editor, "Kohima Weekly"
 Editor, "Nagaland Times"
 Minister for Information, Publicity & Tourism, Law & Parliamentary Affairs, Govt. of Nagaland
 Bureau Chief, UNI
 Correspondent and Bureau Chief PTI

KOHIMA

May 31, 1979

543. Shri N.I.Jamir,
 544. Shri J.B.Jasokie,
 545. Shri M.Aram,
 546. Shri Nietou,
 547. Shri S.C.Jamir,
 548. Shri Vizol,

Chief Secretary
 Leader of the Opposition
 Nagaland Peace Centre
 formerly Editor, "Citizen's Voice"
 Deputy Chief Minister
 Chief Minister

IMPHAL

June 1, 1979

549. Shri N.Birendra Kumar Singh
 550. Shri Jayanta Kumar Singh
 551. Shri L. Joychandra Singh
 552. Shri Maisnam Madhumangal Singh
 553. Shri K.Vungzalian
 554. Shri S.B.K.Dev Varma
 555. Phani Bhushan Dasgupta
 556. Shri S.R.Thangrela
 557. Capt. L.Z.Sailo
 558. Shri N.K. Sanajoula
 559. Shri L.Jogeshwar Singh
 560. Shri R.K. Sanayaima Singh



June 2, 1979

561. Shri Lalthmingliana Torall
 562. Shri T. Gougin, M.L.A.
 563. Shri Tarunkumar
 564. Shri K. Kunjabihari Singh
 565. Shri K.H.Pulin Kanta Singh
 566. Shri Rajkumar Madhujiygit Singh
 567. Shri S. Nailendra
 568. Prof. E. Nilakanta Singh
 569. Shri H. Thangdan
 570. Shri L.B. Sona
 571. Shri Y. Shaiza,
 572. Shri Janab Khan
 573. Shri T.C. Thiankhan
 574. Smt. Mukhra Devi
 575. Shri Manihar Goswami
 576. Shri Sachhuana

Chief Minister, Manipur

DELHI

June 21, 1979

577. Shri Punya Priya Dasgupta

Asst. Editor, 'Indian Express'

June 22, 1979

578. Shri D. R. Mankekar

CHANDIGARH

June 24, 1979

579. Shri Ramesh Chandra
 580. Shri S. D. Bhambri
 581. Shri Jainendra Kr. Sharma
 582. Shri Lala Ram Gupta,
 583. Shri Tribhuvan Nath
 584. Shri Gyanendra Bhardwaj
 585. Shri R. A. Prabhakar
 586. Shri Rajendra
 587. Shri Ram Piara Comrade
 588. Shri Barjendra Singh
 589. Shri Madan Gopal

MLA and former Editor, 'Punjab Kesari'
 Chief Secretary, Govt. of Haryana
 President Bar Association Punjab and Haryana
 Editor, 'Karnal Times'

Delegation of Chandigarh Journalists Association

Retd. Jt. Dir., Public Relations, Punjab and Haryana
 Ex-MLA, Karnal.

Editor, 'Punjabi Tribune', Chandigarh

Editor, 'Dainik Tribune', Chandigarh

June 25, 1979

590. Shri Atma Singh
 591. Shri A. S. Pooni
 592. Shri S. Y. Quraishi
 593. Shri Amar Singh Dosanjh
 594. Shri Virendra
 595. Shri Raj Sadosh
 596. Shri Mohan Singh Prem
 597. Sardar Ajit Singh Sarhadi

Minister for Dev. and Pub. Relation, Govt. of Punjab
 Information Secretary, Govt. of Punjab

D.P.R., Govt. of Haryana

Chief Ed. 'Akali Patrika'.

Ed. 'Daily Pratap'.

Genl. Secy. Ferozepore Distt. Working Journalists Union

Editor, 'Paush Phutti'

A. G. Govt. of Punjab

June 26, 1979

598. Lt. Genl. P. S. Gyani
 599. Dr. M. S. Randhawa
 600. Shri B. K. Nehru
 601. Maj. Genl. Rajinder Singh Sparrow
 602. Shri R.S. Gill
 603. Shri Waryam Singh
 604. Prof. B. S. Thakur
 605. Shri Tarachand Gupta
 606. Shri Ram Gopal
 607. Dr. Ramlal Jassi
 608. Shri Tribhuvan Nath

President the Tribune Trust

Retd. V. C. Punjab Agril. University

ICS (Retd.)

Former Minister, Govt. of Punjab

Addl. Dir. inf. and Pub. Govt. of Punjab

Dr. Pub. Relation and Tourism

Hd. of Deptt. of J. Univ. of Punjab

Hd. of Deptt. of J. M. D. University, Rohtak

Finance Secretary, Chandigarh Admn.

General Secretary, Punjab Depressed Classes League, Jullundur

Cor. Times of India

AGARTALA

June 28, 1979

609. Shri Gautam Das
 610. Shri D. N. Ghosh
 611. Shri Phulan Bhattacharjee
 612. Shri N. M. Pal
 613. Shri A. M. Lodh

Acting Ed. Desher Katha

P. T. I.

President, Tripura Working Journalists association

Vice-President, Bar Association

Secretary Bar Association

June 29, 1979

614. Shri Anil Bhattacharjee
 615. Shri Amiya Deb Roy
 616. Shri Gopendra Ch. Acharya
 617. Shri Jitendra Ch. Pal
 618. Smt. Karavi Deb Burman
 619. Shri Anil Sarkar
 620. Shri Samiran Roy
 621. Shri Mahendra Deb Burman
 622. Shri Mrinal Kanti Deb Burman
 623. Shri G. P. Sau
 624. Shri Lalit Mohan Goswami
 625. Shri Sudhir Bhattacharjee,
 626. Shri Nagendra Jamatia

Editor, 'Samachar'

Journalist

Editor, 'Janapad.'

President Tripura Journalists Assn.

Prof. M. B. B. College, Agartala

Minister, Pub. Relation and Tourism

Editor, 'Tripura Darpan'

Former Editor, 'Yapri'

Editor, 'Chini-Kok'

D. P. R. and Tourism, Govt. of Tripura

President Tripura Journalists Association

Former D. P. R. and Tourism

M.L.A., Tripura

June 30, 1979

627. Shri Ashok Chakravartty
 628. Shri B.B. Deb Roy

Secretary Democratic Lawyer's Association

Secretary, Public Relation and Tourism, Govt. of Tripura

SRINAGAR

July 4, 1979

629. Shri P. N. Kaul Vakil
 630. Shri Sehdev Rohmitra
 631. Shri Sana Ullah Butt
 632. Shri O. N. Ganjoo
 633. Shri Brij Bhardwaj
 634. Shri N. L. Wattal

Editor, 'Samachar Post'
 Editor, 'Excelsior'
 Editor, 'Aftab'
 Correspondent, 'Statesman'
 Spl. Rep. Hindustan Times
 Editor, 'Khidmat'

July 5, 1979

635. Sufi Ghulam Mohammad
 636. Shri Ghulam Mohd. Dar
 637. Shri P. N. Raina
 638. Mohammad Shafi Semnani
 639. Peer Abdul Ghani

Editor, 'Srinagar Times'
 Editor, 'Wullar'
 Editor, 'Madr-i-Kashmir'
 Editor, 'Zamindar'
 Editor, 'Diler'

July 6, 1979

640. Shri Aziz Kashmiri
 641. Shri Mohd. Yousuf Teng
 642. Shri Rashid Tasir
 643. Qazi Jalal-ud-Din
 644. Shri J. N. Ganhar,
 645. Shri Satpal Sahni
 646. Shri Tahir Muztar
 647. Shri S. P. Sharma
 648. Shri D. N. Chaturvedi

Editor, 'Roshni'
 Secretary J and K Cultural Academy
 Editor, 'Muhafiz'
 Editor, 'Huqbeen'
 Editor, 'Kashmir Herald'
 Correspondent Reuter, Srinagar
 Editor, 'Nawa-e-Subuh'
 Genl. Secy. J & K Association of Journalists
 President „ Jammu

July 7, 1979

649. Shri G. R. Arif
 650. Shri B. A. Khan
 651. Shri K. N. Raina
 652. Shri O. N. Tikku
 653. Shri A. K. Malik
 654. Shri A. N. Bhardwaj

Editor, 'Hamdard'
 Rep. Urdu Daily 'Aaina'
 Vice President Bar Assn. Srinagar
 Former Advocate General, Govt. of J & K
 Advocate General, Govt. of J & K
 Dy. Principal Inf. Officer, Government of India

July 9, 1979

655. Shri Harjilal Raina
 656. Shri Javed Ansari
 657. Dr. Rais Ahmad
 658. Shri Omkar Nath Kaul
 659. Shri G. A. Bakshi
 660. Shri R. K. Kak
 661. Shri P. N. Jalali
 662. Shri D. D. Thakur
 663. Shri Syed Mir Kasim
 664. Shri Ghulam Ahmad

Editor, 'Martand' and President, Sanatan Yuvak Sabha
 Cor. Samachar Bharati
 V. C. Kashmir University
 Cor. Economic Times
 Dir. Information, Govt. of J and K
 Spl. Cor. 'Indian Express'
 Chief of Bureau PTI
 Finance and Industry Ministry, J & K
 Former Chief Minister, J and K
 Information Secretary, Govt. of J and K

BANGALORE

July 14, 1979

665. Shri Kadri Shamanna
 666. Shri S. Nijalingappa
 667. Shri Narayanappa
 668. Shri R. N. Byra Reddy
 669. Shri Nadig Krishnamurthy
 670. Shri M. R. Kalkundrikar
 671. Dr. V. K. R. V. Rao

Editor, 'Kannada Prabha' and 'Kannada Daily'
 Former Chief Minister, Mysore
 President Bar Association
 Advocate General Govt. of Karnataka
 Hd. of Deptt. of J. Univ. of Mysore
 Editor, 'Shree Ranzunzar'
 Former Union Education Minister and Economist

July 16, 1979

672. Shri P. N. A. Tharakan
 673. Shri Arjundev
 674. Shri R. K. Laxman

Jt. Ed. The City Tab, Bangalore.
 President Karnataka Union of W.J.
 Cartoonist, Times of India

July 17, 1979

- 675. Shri Jayasheel Rao
- 676. Shri H. R. Basavraj
- 677. Shri K. Hanumanthiah
- 678. Shri N. S. Ramaswamy
- 679. Shri D. P. Pattanayak
- 680. Shri K. N. Guruswamy
- 681. Shri B. S. Adityan,

Ed. Samyukta Karnataka
Prop. Jaya Karnataka Printers Ltd.
Former Chief Minister, Mysore
Dir. Indian Institute of Management
Dir. Central Institute for language
Prop. Deccan Herald, Prajavani
Mg. Ed. Thanthi

July 17, 1979

- 682. Shri K. N. Murthy
- 683. Shri Usman Asad

Editor Janamitra
Editor Nasheman

July 18, 1979

- 684. Shri Patil Putappa
- 685. Smt. Sindhu Nandagopal
- 686. Shri R. Anand Rao
- 687. Shri K. N. Subramanayan
- 688. Shri H. M. Ismain Tabish
- 689. Shri C. G.K. Reddy

Ed-Prop. Vishwavani, Hubli
Chairman, T.N. Social Welfare, Board
Dir. Inf. and Publicity, Govt. of Karnataka
Ed. Southern Economist, Bangalore
Ed. Pasban
Dir. Research Institute for Newspaper Development and Former business manager of Hindu

July 19, 1979

- 690. Shri J. G. Prasad
- 691. Shri Maasti Venkatesha Iyengar
- 692. K. N. Varadaraja Iyengar

Editor Ranabhari
Chairman P. E. N.
Editor Sudharma, Sanskrit daily

DELHI

August 1, 1979

- 693. Professor Umashankar Joshi

Chairman, Sahitya Akademi

August 2, 1979

- 694. Shri S. Sahay
- 695. Shri Rampal Singh
- 696. Shri C. S. Pandit
- 697. Shri Ajit Bhattacharjee

Editor, 'Statesman'
News-Editor, Navbharat Times, Delhi
Journalist
Editor, Indian Express, Delhi

August 3, 1979

- 698. Shri Ramesh Thaper
- 699. Shri K. Narendra
- 700. Shri Chhetu Karadia
- 701. Shri R. Chandrachudhan
- 702. Shri S. S. Maratha
- 703. Dr. Roberto Savio

Delegation of the Editors' Guild
Secretary, Ministry of Industry
Dir. General, Inter-press News Agency.

August 4, 1979

- 704. Shri H. Y. Sharda Prasad
- 705. Shri Akshay Kumar Jain
- 706. Shri U V. N. Chabra

Director, Indian Institute of Mass Communication
Former Editor, Navbharat Times, Delhi
President, All India Master Printers Association and Manager Printing Section Statesman, Delhi.
Mg. Dir. National Herald, Delhi

August 6, 1979

- 708. Shri R. K. Mishra,
- 709. Shri Justice N. R. Iyengar
- 710. Shri T.C.A. Srinivasavardhan

Associate Editor, Patriot, Delhi
Former Chairman, Press Council
Home Secretary, Govt. of India

August 7, 1979

- 711. Shri Janardan Thakur
- 712. Shri Pran Chopra

Journalist
Journalist

August 8, 1979

- 713. Shri K. V. Raghunatha Reddy
- 714. Shri S. C. Bhatt
- 715. Shri Inder Jit
- 716. Smt. Amrita Rangaswami

Former Minister, Company Affairs
Director, Advertising and Visual Publicity
Editor, INFA
Project Officer, Centre for study of Developing Societies

August 9, 1979

717. Shri Chanchal Sarkar
718. Shri P. Unnikrishnan
719. Shri S. P. Das Gupta

Director, Press Institute of India
Indian Institute of Mass Communication
Registrar of Newspapers, India, New Delhi

August 10, 1979

720. Shri Satya Dev Narayan
721. Shri Arun Shourie

P.T.I.
Executive Editor, Indian Express, Delhi

August 23, 1979

722. Shri Morarji Desai

Former Prime Minister of India

August 24, 1979

723. Sri P. K. Shunglu
724. Shri R. Rajagopalan

Group Executive of STC, Delhi
Chief Adviser (Cost) Ministry of Finance

August 25, 1979

725. Shri Ram Nath Goel
726. Shri Birh Burgohain
727. Shri K. L. Chacko
728. Smt. Nandini Satpathy

Indian Express
Advocate, Gauhati
Editor, Planters Chronicle, Coonor
Former Minister for Information and Broadcasting

August 27, 1979

729. Shri Irani

Managing Director Statesman

August 28, 1979

730. Shri R. C. Dutt

Former Secretary, Ministry of Information and Broadcasting

August 29, 1979

731. Shri G. S. Bhargava
732. Shri Dwarkanath Munshi

Principal Information Officer, Govt. of India
Director of Public Relation, Press Information Bureau

August 30, 1979

733. Mirza Mohammad Afzal Beg,
734. Shri Soli J. Sorabjee

President, Inquilabi National Conference J and K
Solicitor General of India

August 31, 1979

735. Shri Ram Tarneja

General Manager, Bennett Coleman and Company

September 1, 1979

736. Shri R. D. Tripathi,
737. Shri K. K. Mishra
738. Shri Dharampao Gupta

Special Correspondent, Northern India Patrika, Gorakhpur
Editor, Navjiban, Lucknow

September 3, 1979

739. Shri Virendra
740. Shri Vishwabandhu Gupta
741. Shri Inderjit
742. Shri Hiranmoy Karlickar
743. Shri B. P. Agarwal
744. Shri M. S. Narang
745. Shri Jag Prवेश Chandra
746. Shri S. K. Sahgal

Delegation of AINEC

Secretary, Ministry of Information and Broadcasting

September 4, 1979

747. Shri L. K. Advani

Former Minister for Information and Broadcasting

September 5, 1979

748. Shri Pravinkant Reshamwala
749. Shri Maniblal Shah
750. Shri N. K. Mukarji
751. Smt. Amita Malik

Editor, Gujarat Mitra, Surat
Manager Gujarat Mitra, Surat
Cabinet Secretary, Govt. of India
Free Lance Journalist.

October 11, 1979

752. Shri Inder Malhotra

Editor, Times of India, Delhi

October 31, 1979

753. Father Almeida
754. Shri D. Danial
755. Shri K. Gopal
756. Shri B. K. Gupta
757. Shri T. K. Joseph
758. Shri L. R. Kapoor
759. Shri Paras Rana
760. Shri R. P. Sharma
761. Shri N. Vasudevan
762. Shri Maradhavan
763. Smt. Shanta Laxman Singh
764. Shri A. A. Khan
765. Rt. Rev. M. D. Srinivasan
766. Shri Sohan Rangaiah
767. Shri Rajinder Lal Saha
768. Shri R. C-Biswas

Editor, Echoes of Andamans, Port Blair
Acting Ed. 'Andaman Time', Port Blair
Ed. Deepon-Ki-Awaz, Port Blair
Correspondent, Light of Andaman, Port Blair
Free Lance Journalist, Port Blair
Ed. Deep Samachar, Port Blair
Ed. 'Light of Andaman', Port Blair
Cor. Hindustan Samachar, Port Blair
Ed. 'Andaman Karmachari', Port Blair
Distt. General Secy., DMK, Port Blair
Social Worker, Port Blair
Retd. Controller of Labour Force, Port Blair
Bishop of Andaman, Port Blair
Senior Vice President of Mun. Bd., Port Blair
President Lok Dal Party, Port Blair
Retd. Supdt. Chief Commissioner's Secretariat, Port Blair.

November 1, 1979

769. Shri B. R. Tamta
770. Shri Ashok Joshi
771. Shri A. K. P. Nambiar

Dev. Commissioner, Port Blair
Chief Secretary, A and N Admn., Port Blair
Publicity Officer, A and N Andamn, Port Blair

November 8, 1979

772. Justice Shri A. N. Grover

Chairman, Press Council

November 11, 1979

773. Shri Purshotam Lal Kaushik
774. Dr. L. M. Singhvi

Minister for I and B.
President, Supreme Court Bar Assn. and Samachar Bharati

December 4, 1979

775. Shri A. K. Jain

Managing Director, Bennett Coleman and Co.

December 7, 1979

776. Shri K. K. Birla

Chairman, Hindustan Times

GANGTOK

December 26, 1979

777. Shri Suresh Kumar Pramar
778. Shri Vinod Aggarwal
779. Shri Amalendu Kundu
780. Shri P. S. Naresh
781. Smt. Santosh Naresh
782. Shri Y. N. Bhandari
783. Shri Subhash Deepak
784. Shri Karma Topdon
785. Shri T. R. Sharma
786. Shri Narbahadur Bhardari

Ed. Sikkim Express
Ed. 'The Nation' and part-time Corr. UNI
Spl. Rep. Hindustan Samachar
Spl. Rep. Times of India
Ed. Broader News and views
Owner, 'Dainik Awaj'
Asso. Ed. Himali' Bela
Secretary to the Chief Minister
Minister of Information, Govt. of Sikkim
Chief Minister

December 27, 1979

- 787. Shri Ram Patra
- 788. Shri Shereb Paloen
- 789. Shri T. S. Gyaltshen
- 790. Shri Tashi Chhophel
- 791. Shri M. P. Pradhan
- 792. Shri C. D. Rai
- 793. Smt. Namche
- 794. Shri P. T. Gyamtso
- 795. Shri Lal Narayan Basnet
- 796. Shri D. Dadul
- 797. Shri Jigdel Densapa

Ed. Denjang Mail and Part-time Cor Amrita Bazar Patrika.
 Finance Minister, Govt. of Sikkim
 Chief Secretary to the Govt. of Sikkim
 Information Secretary, Govt. of Sikkim
 Finance Secretary, Govt. of Sikkim.
 Estt. Secretary, Govt. of Sikkim.
 Sr. Administrative Officer, Govt. of Sikkim, formerly A. D. Education
 Jt. Director, Information, Govt. of Sikkim
 Dy. Speaker, Legislative Assembly
 former Chief-Secretary, Govt. of Sikkim
 Motor Vehicle Commissioner, Govt. of Sikkim

SIMLA

January 17, 1980

- 798. Shri D. P. Uniyal
- 799. Shri M. S. Mukherjee
- 800. Shri B. B. L. Sharma
- 801. Shri Bishamber Lal Sood
- 802. Shri D. R. Puri
- 803. Shri V. P. Prabhakar
- 804. Shri A. K. Bhardwaj
- 805. Shri P. N. Sharma
- 806. Shri Avadh Anand
- 807. Shri S. Khajura
- 808. Shri Shanta Kumar

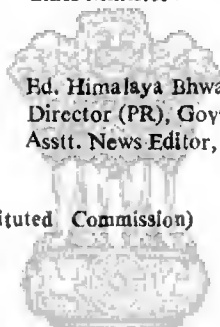
Ed. Himalaya Times
 Commr. Tribal Dev. Deptt.
 Corr. PTI, Simla
 Ed. Him Bhasha/Parvat-Ki Goonj
 Vice-President, Himachal Pradesh Progressive Journalists Assn.
 President, Himachal Pradesh working Journalists Association.
 Cor. Patriot and Member H. P. W. J. Assn.
 Cor. UNI, Member, HP W.J. Assn.
 Cor. Hindustan Samachar
 Cor. Punjab Kesri, Member of HP W.J. Assn.
 Chief Minister

January 18, 1980

- 809. Shri Giridhari Lal Shastri
- 810. Shri C. S. Panwar
- 811. Shri M. P. Chopra

Ed. Himalaya Bhwani
 Director (PR), Govt. of H.P.
 Asstt. News Editor, AIR, Simla

Reconstituted Commission)



DELHI

January 21, 1981

- 1. Shri Shahabuddin

Member of the Rajya Sabha

February 12, 1981

- 2. Shri N. R. Chandran
- Shi P. Unnikrishnan
- 3. Shri G. G. Mirchandani
- 4. Shri B. P. Agarwal

General Manager, PTI
 Dy. General Manager, PTI
 General Manager, UNI
 General Manager, Hindustan Samachar

February 13, 1981

- 5. Shri Ganshyam Pankaj

General Manager of Samachar Bharati

April 15, 1981

- 6. Dr. Ram S. Tarneja
- 7. Shri Ranesh Chandra Jain
- 8. Shri T. N. Kaul
- 9. Shri R. C. Dutt
- 10. Shri Kesan Singh
- 11. Shri J. P. Chaturvedi

General Manager, Bennett Coleman & Co.
 Dy. General Manager, Bennett Coleman & Co., Delhi
 Former Foreign Secretary
 Former Secretary, Ministry of Information & Broadcasting
 Editor, 'Vyapar Bharati'
 Special Representative, 'Deshbandhu'

April 16, 1981

- 12. Shri C. R. Irani
- 13. Shri K. K. Birla
- 14. Shri Khan Gafran Zahidi

Managing Director, The Statesman Ltd. Calcutta
 Chairman, Hindustan Times Ltd.
 Editor, 'Daily Siyasat Jaidi', Kanpur

April 17, 1981

15. Shri Vasudev Rai
16. Shri Abid Ali Khan
17. Dr. S. K. Goyal & Shri Chalapati Rao

Editor, 'Ek Nazar', Delhi
 Editor, 'Siyasat Daily', Hyderabad
 Indian Institute of Public Administration, New Delhi

April 18, 1981

18. Shri P. K. Roy
19. Dr. K. P. Agarwal
20. Shri R. K. Misra
21. Shri Pran Chopra
22. Shri R. K. Kaul

Publisher, 'Anurita Bazar Patrika' Calcutta
 Managing Editor, 'Pioneer', Lucknow
 General Manager, 'Indian Express', New Delhi
 Former Editor 'Statesman', Calcutta
 Addl. Secretary, Banking, Ministry of Finance

COCHIN

May 21, 1981

23. Shri T. Mohandas Pal
24. Shri Moin Farooqi

Managing Director & Managing Editor 'Udayavani', Manipal
 Editor 'Angarey', Hyderabad

May 22, 1981

25. Shri B. R. Naidu
26. Shri C. P. Mammo

Editor, 'Vijaya Bhanu', Visakhapatnam
 Editor, 'Kerala Nadham', Cochin

May 23, 1981

27. Shri K. M. Mathew
28. Shri Ashokan Kavungal

Chief Editor, 'Malayala Manorama', Cochin
 Editor, 'Keralaleeyan', Cochin

May 24, 1971

29. Shri C. G. K. Reddy

Director, Research Institute for Newspaper Development

DELHI

June 22, 1981

30. Shri P. B. Barthakur
31. Shri Arun Purie
32. Shri Y. A. Rao
33. Shri Y. B. L. Mathur

Director, Advertising and Visual Publicity, Govt. of India
 Editor, 'India Today', New Delhi
 Deputy Secretary, Deptt. of Industrial Development (Ministry of Industry)
 Director (Safety & Coaching), Railway Board

June 23, 1981

34. Shri Thomas Kora
35. Shri M. M. Wagle
36. Shri Ramesh Chander

Addl. Secretary, Ministry of Communication
 Member P & T Board
 Managing Director and Chief Executive, 'Hind Samachar', Jullundur

June 24, 1981

37. Shri R. K. Kothari
38. Shri Chitta Ranjan Kundu

Editor, 'Prabhat', Rajkot
 Editor, 'Pradeep', Tamluk, West Bengal

June 25, 1981

39. Shri V. N. Chhabra
40. Shri Sannaullah Bhatt

Representative of All India Federation of Master Printers
 Chief Editor, 'Daily Aftab', Srinagar

June 26, 1981

41. Shri Wilfred Lazarus
42. Shri Chandra Mohan Nagory
43. Shri R. K. Kothari

Principal Information Officer, PIB, New Delhi
 Editor, 'Nava Prabhat', Rajkot
 Editor, 'Prabhat', Rajkot

June 27, 1981

44. Shri A. Raghavan
45. Shri M. K. Ramamurthi
46. Shri Ganesh Shukla
47. Shri Arun Shourie
48. Shri Padam Mahta

of 'Blitz'
 Senior Advocate, Supreme Court
 Editor, 'New Wave', New Delhi
 Executive Editor 'Indian Express'
 Editor, 'Jalte Deep', Jodhpur

June 29, 1981

49. Shri Takhat Ram
50. Shri S. M. Agarwal
51. Shri Chitta Ranjan Kundu
52. Shri Jwala Prasad Pandey
53. Shri Ram Pratap Bahuguna
54. Shri Raisuddin Faridi

Jt. Chief Controller of Imports and Exports, Govt. of India, New Delhi.
Executive President, 'Hindustan Times'
Editor, 'Pradeep', Tamluk, West Bengal
Editor, 'Akash Marg', Deoria, (U.P.)
Editor, 'Upmanyu', Dehradun
Editor, 'Rozana Hind', Calcutta

July 2, 1981

55. Shri J. N. Chatterji
56. Shri D. K. Singh
57. Shri S. R. Gupta

General Manager, Advertising & Sales Promotion Co. Ltd., New Delhi
Dy. Director-General, P & T Board
Managing Director, New Field Advertising Private Ltd., New Delhi

BANGALORE

July 6, 1981

58. Sri A. N. Grover
59. Shri G. Kasturi

Chairman, Press Council
Editor, 'The Hindu', Madras

July 7, 1981

60. Shri Chanchal Sarkar
61. Shri A. Rahman Khan

Press Institute of India, New Delhi
Editor, 'Daily Salar', Bangalore

July 8, 1981

62. Shri Pratap Singh Yadav
63. Shri K. C. Mirji

Editor, 'Pudhari', Kolhapur
Editor, 'Udaya', Bijapur

July 11, 1981

64. Shri G. Parthasarathi

Chairman, Indian Council for Social Science Research, and Chairman, Indian Institute of Mass Communication Society

DELHI

December 7, 1981

65. Shri G. G. Mirchandani

General Manager, UNI

December 8, 1981

66. Shri B. P. Aggarwal
67. Shri Ghanshyam Pankaj

General Manager, 'Hindustan Samachar'
General Manager, 'Samachar Bharati'

December 12, 1981

68. Shri N. R. Chandra and
Shri S. Sathuraman

General Manager, PTI
Chief News Editor, PTI.

APPENDIX I, 34

NAMES OF ORGANISATIONS AND INDIVIDUALS FROM WHOM MEMORANDA WERE RECEIVED

Goswami Commission

Sl.
No.

1. Shri C.G. Kesavan, Managing Director, Kerala Press Service (P) Ltd., Qullon.
2. Newspaper Employees' Association, Alleppey (Kerala)
3. Madhya Pradesh Anchalik Patrakar Sangh, Bhopal
4. Shri N.K. Mohapatra, Orissa Small Newspapers Association, Bhubaneswar.
5. Meerut Mandaliya Patrakar Sangh, Muzaffarnagar
6. Weekly Newspaper Federation of India, Jaipur
7. Raniganj Press Club, Raniganj

8. Shri Chittaranjan Chattopadhyay, General Secretary, West Bengal Daily Newspaper Mofussil Journalist Association, West Bengal.
9. Indian Express Employees' Union Delhi.
10. All India Industrial Editors Council, New Delhi
11. U.P. Journalists Association, Lucknow.
12. All India Gorkha Ex-Servicemen's Welfare Association Dehradun
13. Exploited Journalists and Press Employees Association Jabalpur
14. All India Small Newspaper Editors Conference, New Delhi

15. West Bengal Union of Journalists, Calcutta
16. Gujarat Chamber of Commerce & Industry, Ahmedabad
17. Readers' Council, Madras
18. Newspaper Employees Association, Alleppey
19. Press Trust of India, Bombay
20. Bihar Journalists Association, Patna
21. Utkal Journalists Association, Bhubaneswar
22. Bharatiya Depressed Classes League (FB), Jullundur
23. Valsad Journalist Association, Valsad
24. Working Journalists Union and Kashi Patrakar Sangh, Varanasi
25. West Bengal Small Newspaper Editors' Federation, Barasat (WB)
26. Indian Languages Newspapers Association, Indore
27. Andhra Pradesh Union of Working Journalists, Hyderabad
28. Bhopal Shramjeevi Patrakar Sangh, Bhopal
29. Madhya Pradesh Anchalik Patrakar Sangh, Bhopal
30. Madhya Pradesh Patrakar Sangh, Bhopal
31. Karnataka Union of Working Journalists, Bangalore
32. Tripura Journalists Association, Agartala
33. Tripura Working Journalists Association, Agartala
34. Chandigarh Journalists' Association
35. The Chandigarh Press Correspondents Association
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APPENDIX 1.35

LIST OF STUDIES

Study No.	Title and Author	Study No.	Title and Author
1.	A comparative study of weekly newspapers in North and South Bengal—D.K. Ghosh, Field Publicity Officer, Ministry of Information and Broadcasting, Government of India.		Chandra T. Dev, of the Indian Institute of Management, Bangalore.
2.	Utilisation of Space in leading Bengal dailies (<i>Ananda Bazar Patrika</i> , <i>Basumati</i> , <i>Jugantar</i> , <i>Satyayug</i> , and <i>Statesman</i>) : Partha Chatterjee, Staff Correspondent, Ananda Bazar Patrika, Calcutta and Lecturer, Journalism Department of Calcutta University.	13.*	Content analysis of three Hindi newspapers : Meyer Moses and Arvind Sathi of the Indian Institute of Management, Bangalore.
3.	<i>Darpan</i> and <i>Damodar</i> —A study of two Bengali weeklies : Brojen Bhattacharya, Editorial Assistant, Statesman, Calcutta.	14.*	Content analysis of two Malayalam dailies : Raji Philip, of the Indian Institute of Management, Bangalore.
4.	The Growth and Role of the Press in Assam, 1954-79 : Arabinda Majumdar, Lecturer in Journalism, University of Gauhati.	15.	Correspondents and Reporters in Delhi : John Dayal, Seema Mustafa, M.K. Kaul and Dev Sagar Singh. John Dayal, who led the team was a Senior Correspondent of Patriot. The other three were also Correspondents of different papers.
5.	Trends in the Assam Press 1955-79 : B.K. Bhattacharya, Veteran Assamese Journalist, and Winner of Jnanpeth Award.	16.*	Content analysis of two newspapers in U.P : V.K. Gupta, of the Indian Institute of Management, Bangalore.
6.	A sample survey of News and Features pertaining to rural areas in Indian newspapers : Kishore Shah, Journalist and Social Worker, then connected with the Indian Express, New Delhi as Editor of the rural page.	17.	Hindi Film Journals : Man Mohan Talkh, Freelance Journalist of Delhi, specialising in films.
7.*	The Role of the Press in creating socio-political awareness: A comparative study of <i>Dinamant</i> and <i>Dinathanthi</i> : S. Satish Kumar, of the Indian Institute of Management, Bangalore.	18.	Flickering Images in Print : A study of Indian Film Journals in English: Jag Mohan, Journalist, author and filmologist.
8.	Hindi Journalism: Some cooperative efforts : Sheela Singh, Editor, Jan Moreha, Faizabad.	19.	A study of weekly, journals in Orissa : Rabi Das, Managing Editor, Pragativadi, Bhubaneswar.
9.*	A study of three newspapers in Madhya Pradesh and Maharashtra : M.M. Kelkar of the Indian Institute of Management, Bangalore.	20.	Communal Tension and Press Behaviour—A study of Lucknows' Hindi Papers : Amar Pal Singh, retired C.I.S. Officer.
10.*	An analysis of contents of two Bengali Papers : Ananda Bazar Patrika and Jugantar : Snigdha Ghosh, of the Indian Institute of Management, Bangalore.	21.	A survey of the Press in Lucknow—English, Urdu, Hindi (<i>Pioneer</i> , <i>National Herald</i> , <i>Qaumi Awaz</i> , <i>Jan Morcha</i> , <i>Mail</i> , <i>Navajivan</i> , <i>Tarun Bharat</i> and <i>Swatantra Bharat</i>): Amar Pal Singh, retired C.I.S. Officer.
11.*	Content analysis of three newspapers in Gujarat : Dipak K. Bhatt and K. Sundararaman, of the Indian Institute of Management, Bangalore.	22.	Influences and Pressures on Newspapers in West Bengal: Phani Chakravarti, retired Senior Correspondent of Statesman, Calcutta.
12.*	An analytical study of <i>Gujrat Mitra</i> (Surat) : Naresh	23.	Content Analysis of three major Bengali dailies, 1974-77; Satyan Sengupta, retired Assistant Editor of Amrita Bazar Patrika.

24. Mortality in Nadia District Press—A Study : J.K. Basuthakur, Field Publicity Officer, Ministry of Information and Broadcasting, Government of India.
25. Defence Journalism : A Study : Thomas P. Matthai, Free-lance journalist and former Editor of Democratic World.
26. A Study of Indian Journals of Opinion in English : Thomas P. Matthai, Free Lance journalist and former Editor of Democratic World.
27. A Study of Bengali Newspapers with special reference to *Ananda Bazar Patrika* and *Jugantar*—A Historical Analysis : Sachinindra Lal Ghosh, Veteran Journalist; and editor of Delhi Edition of *Hindustan Standard* before it closed down.
28. A Study of Newspapers in North Bengal : M. Islam, Field Publicity Officer, Ministry of Information and Broadcasting, Government of India.
29. Urdu Press in Uttar Pradesh : Ishrat Ali Siddiqui, Chief Editor, *Qumi Awaz*, Member of the reconstituted Press Commission.
30. Urdu Press in Andhra Pradesh, Karnataka and Tamil Nadu : Abdur Rahim, Department of Communication and Journalism Osmania University.
31. The Influence of Calcutta Press in Assam : A Study : Bishwanarayan Shashtri, former Member of the Executive Council of Sahitya Akademi and also former Member of Parliament.
32. Women Journalists of Assam : A review : Nirupama Borgohain, Journalist, was associated with *Saptahik Nilachal*.
33. A Study of the Bengali Press in Assam: 1955-79 Amit Kumar Nag, Correspondent, *Amrita Bazar Patrika*, Gauhati.
34. A Survey of the Growth of Journalism in Bihar 1955-79: R. Balchand, Veteran Journalist of Patna.
35. Urdu Periodicals, 1955-78 : Mustafa Kamal, Editor, *Shugoofa Monthly*, Hyderabad.
36. Professional Integrity and Obligations of Urdu Press to Readers : Mahmood Ansari, Editor, *Munif Daily*, Hyderabad.
37. Government and the Press in Kerala : K. Mohandas, Special Correspondent, *Deshabhimani*.
38. A short history of the Malayalam Press : K.S.R. Menon, Journalist, Press Trust of India.
39. Contribution of journalism to the development of Malayalam Prose : Murkot Kunhappa, Associate Editor, *Malayala Menorama*, Calicut.
40. Press in Kerala : A Study : K.C. John, Special Correspondent, *Times of India*, Trivandrum.
41. Failings of the Orissa Press : A Study : C.S. Mahapatra Head of the Journalism Department, Berhampore University, Orissa.
42. Printing Technology and the Oriya Press: Uday Nath Mishra, Principal, School of Printing and Allied Trades, Government of Orissa, Cuttack.
43. Film Journalism in India : A report : Amita Malik, Free-lance Writer of Delhi specialising in Film and Broadcasting Media.
44. A Critical Review of the Bengali Press 1952-77 Benoy Ghose, Scholar, Author, Researcher and Historian of contemporary events.
45. Economics of Urdu Papers in the Kashmir Valley : Indu Raina, Lecturer, Women's College, Srinagar.
46. Rural Newspapers, Readership Problems and Reading Habits in the Silora block, Ajmer : Social Work and Research Centre, Tilonia (Rajasthan).
47. Tamil Press, 1955-79 : A review : K. Kashturi Rangan, Editor, *Kanaiyazhi*, Tamil Monthly, Madras.
48. Small Versus Big Newspapers in Bengali : A monograph : Gopal Bhattachik, former Director of Information and Public Relations, West Bengal.
49. Impact of Women's Journals on Youth : A Study : Shashi Rani, Free-Lance Journalist contributing on youth problems.
50. A Study of Tamil Dailies published from Tirunelveli: N. Ranganathan, Field Publicity Officer, Ministry of Information and Broadcasting, Government of India.
51. A Study of Newspapers in the North-East Region : P.K. Bandyopadhyay, C.I.S. Officer.
52. A Readership Survey of Newspapers in Assam : Prof. Bishva Narayan Shastri, former member of the Executive Council of Sahitya Akademi and also former Member of Parliament.
53. How to help Small and Medium Newspapers : A Study : Theruvath Ramen, Editor, *The Pradeepam*, Malayalam Daily, Calicut.
54. Journalism Training in Britain, U.S.A., Germany and India : B.S. Thakur, Head, Department of Journalism, Punjab University.
55. Journalism Education in India : A Report : Press Institute of India, New Delhi.
56. Performance of the Press : A review : B.S. Thakur, Head of the Department of Journalism, Punjab University.
57. Reporters in the Marathi Press : A Study : M.Y. Gadkari, Resident Editor, *Sakal*, Bombay.
58. Small Versus Big Newspapers in Maharashtra : A Study : M.R. Advanikar, Reference Librarian, *Maharashtra Times*, Bombay.
59. The Marathi Press on Famine : An analysis : C. Tamhane, Assistant Editor, *Maharashtra Times*, Bombay.
60. Marathi Press, 1955-79: A review : R.K. Lele, Assistant Editor, *Sakal*, Poona.
61. Hindi News Agencies and News Coverage in the Hindi Press : J.P. Chaturvedi, Special Correspondent, *Deshbandhu*, Raipur.
62. Hindi Magazines for Children : Sheila Rao and Sunita Rao, Research scholars in Social Science.
63. Bengali Language in Tripura Newspapers : Regionalisation and Distortion : Sukhamoy Ghosh, Department of Philosophy, M.B.B. College, Agartala.
64. Bengali Literary Magazines of Tripura : Bijan K. Chowdhuri, Lecturer, Agartala College, Agartala.

65. Circulation Problems of Malayalam Newspapers : O.G. Tharakan, Circulation Manager, Malayala Manorama, Kottayam.
66. Growth and Mortality of Urdu Newspapers and Periodicals: Syed Ali Jawad Zaidi, retired C.I.S. Officer
67. Urdu Press in West Bengal and Bihar : A Study : Syed Ali Jawad Zaidi, retired C.I.S. Officer.
68. Reading Habits and Preferences—A Survey of Rural Readership : Kishore Shah, and others. Kishore Shah is a journalist and social worker and was associated with Indian Express as Editor of the rural page.
69. Hindi Press, 1954-79 : A review : Vidya Shankar Sharma, Special Correspondent, Aaj, Varanasi.
70. Content analysis of Prajatantra, 1975-77 : R.H. Mishra, Senior Correspondent in Cuttack of Amrita Bazar Patrika.
71. Literary Journals in Orissa : N. Satpathy, Reader, Utkal University.
72. Coalition Governments and the Orissa Press : A Study : Sukadev Nanda, Reader in Political Science, Sambalpur University.
73. Content Analysis of *Samaj* : Pabak Kanungo : Lecturer in Political Science, Christ College, Cuttack.
74. Calcutta Press and Orissa : C.S. Mohapatra, Head of the Department of Journalism, Berhampur University and P.C. Mahapatra also of Berhampur University.
75. Press Freedom in Kerala : T.V.R. Shenoy, Chief of Bureau, Malayala Manorama.
76. Study of News Agency Messages : Sunil Roy, Senior Correspondent, Press Trust of India.
77. Newspapers in Rajasthan—Perspective of Growth : R.S. Bhatt, former Director, Information and Public Relations, Government of Rajasthan.
78. Visuals in Orissa Press : Asit Mukherjee, Artist, Cuttack.
79. Gujarati Press—A Study : Yasin Dalal, Lecturer in Journalism, Saurashtra University.
80. Government Accreditation to Press Correspondents : G. Trivedi, retired C.I.S. Officer.
81. Coverage of Chikmagalur By-election in Kannada Press : E.R. Sethuraman, Editor, Sudha, Bangalore.
82. Towards a Free Press : Pran Chopra, former Editor of Statesman.
83. Content Analysis of Tamil Home Magazines : M.R.M. Sundaram retired C.I.S. Officer.
84. Production, Procurement and Distribution of Newsprint: G. Trivedi, retired C.I.S. Officer.
85. Opinion Survey of Urban Readers : M. Bhargava of Clarion Advertising Company, specialising in opinion surveys.
86. Journalism in Orissa : Sachchidananda Kanungo, Veteran Oriya Journalist.
87. Coverage of BHEL—SIEMENS Agreement in Newspapers : Baldev Sahai, retired C.I.S. Officer.
88. Women Journalists in South India : Akhileswari Rao, Reporter, Data News Features, Hyderabad.
89. Press in the Chhota Nagpur Region : Mohan Sahay, Associate Editor of New Republic, Ranchi.
90. Coverage of UNESCO draft declaration on Mass Media: M.K. Dutta, Free-lance Journalist, Bombay.
91. Journals devoted to Art and Culture in Uttar Pradesh : Sabahuddin Umar, formerly of Urdu Academy, Lucknow.
92. A note on Editorial Independence : B.K.R. Kabad, former Deputy Editor, Hindustan Times and former Assistant Editor, Times of India.
93. A note on the Press and the State : B.K.R. Kabad, former Deputy Editor, Hindustan Times and former Assistant Editor, Times of India.
94. A note on Professionalism and Leadership in Newspaper Work : Hamdi Bey, former Special Correspondent, Statesman, now a columnist in Bengali Aaj Kal.
95. A note on Caste System among Journalists : A. Hariharan, Special Correspondent, Hindustan Times, New Delhi.
96. Management by Editor—Working of the Editorial Department : Sitanshu Das, Special Representative (Delhi) of Tribune, Chandigarh.
97. A note on Politics and Journalism : M. Chalapathi Rau, Member of the First Press Commission and former Editor of National Herald.
98. A note on Internal Relations in a Newspaper Office : S. Viswam, Special Correspondent, Deccan Herald.
99. A State Government's Attitude towards Media : S. Viswam, Special Correspondent, Deccan Herald.
100. A Study of Bengali Little Magazines : B.L. Saha, C.I.S. Officer.
101. Coverage of naxalite activities in the Bengali Press : Shankar Ghosh, Joint Editor, Amrita Bazar Patrika.
102. Impact of Glossy Magazines on Readers : A Survey : Abhijit Dasgupta, Producer, Calcutta TV Centre. Was regularly contributing to youth journals.
103. Journals devoted to Religion in Uttar Pradesh : Sabahuddin Umar, formerly of Urdu Academy, Lucknow.
104. A note on Asian News Values : Pran Chopra, Veteran former Editor of Statesman.
105. Sources of News in Bengali Newspapers : S.N. Dasgupta, Assistant Editor, Jugantar, Calcutta.
106. Delhi's Urdu Press : Atique Siddiqui, Veteran Urdu Journalist of Delhi.
107. Use of Space in Marathi Papers : Y.G. Nitsure, Director, Youth Services and Research Centre, Pune.
108. A note on Newspaper Technology : C.G.K. Reddy, Director, Research Institute for Newspaper Development, Madras.
109. Rajasthan's Working Journalists : A review : Manohar Prabhakar, Senior Fellow, Indian Council for Social Sciences and Research.
110. Press in Karnataka : A Study : Bangalore University.
111. Orissa Press in the Recent Decades : A review : M. Mohanty, Professor, Department of Political Science, Delhi University.
112. Language of the Oriya Press : Khageshwar Mahapatra, Professor of Oriya, Vishwa Bharati, Santiniketan.

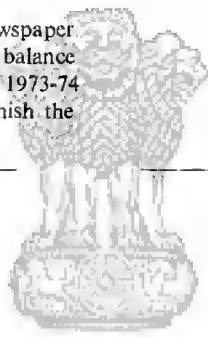
113. Women in Kerala newspapers : A Study : P.K.B. Nair, Head of the Department of Sociology, Kerala University, Trivandrum.
114. Profile of the Nadia Press : A Study : Kali Prasad Basu, Editor, Homshika Weekly, Nadia, West Bengal.
115. A note on Financial Dailies and Weeklies : Dr. Bhabatosh Datta, Economist, Chairman of the Fact Finding Committee on Newspaper Economics.
116. Contents and Performance of Farm Journals : Smt. M. Jagannathan and C.N.N. Murthy, Editor and Sub-Editor respectively of Home Science, Ministry of Agriculture, Directorate of Extension Education.
117. Newspaper Reading Habits and Socio-Political Awareness in Kerala : Dr. (Mrs.) Indu Menon, Loyola College of Social Sciences, Trivandrum.
118. Content Analysis of Malayalam Papers, 1948-77 : P.K.B. Nair, Head of the Department of Sociology, University of Kerala, Trivandrum.
119. The Press and Communal Harmony in Kerala : A Study : G. Narayana Pillai, Reader, Department of Sociology, Kerala University, Trivandrum.
120. Economics of Newspaper Industry : Mammen Verghese, General Manager, Malayala Manorama, Kottayam.
121. Newsprint and Machinery : Requirements of the Newspaper Industry : S.R. Acharya, Secretary, The Kerala Kaumudi Pvt. Ltd., Trivandrum.
122. Orissa Press : A critical look : Rabi Singh, Editor, Achala Patra, Cuttack.
123. A Survey of the Bengali Press in Tripura : Ram Prasad Dutta, Librarian, Birchandra Central Library, Agartala.
124. A note on Newspaper Costs, Prices and Ownership : Dr. Bhabatosh Dutta, Economist, Chairman of the Fact Finding Committee on Newspaper Economics.
125. Contents and Performance of Women's Journals : Madhu Kiswar, Lecturer in English, Satyavati College, Delhi.
126. Reporting a War : Problems of a War Correspondent : Harish Awasthi, C.I.S. Officer, attended the War Correspondents' Training Course conducted by the Defence Ministry.
127. Problems of Organisation in a Newspaper : B.K.R. Kabad, former Deputy Editor, Hindustan Times and former Assistant Editor, Times of India.
128. Readership of Local Newspapers in Tripura : A Survey : Bhupen Datta Bhowmik, Editor, Dainik Sambad, Agartala.
129. A note on Reporting Development : Mohan Ram, former Special Correspondent, Financial Express and Madhumita Mazumdar, Assistant Editor, Indian Express, Delhi.
130. An analysis of Coverage of Lok Sabha Elections in Bengali Newspapers : Gopal Bhaumik, former Director of Information and Public Relations, West Bengal.
131. An analysis of Coverage of Lok Sabha Elections in Gujarat Newspapers : Y. Shukla, former Professor, H.K. Arts College, Ahmedabad.
132. Election Coverage in Rajasthan—January 1980 : An analysis : R.S. Bhatt, former Director, Information and Public Relations, Government of Rajasthan.
133. Ownership of Oriya Newspapers : Ramhari Mishra, Senior Correspondent, Amrita Bazar Patrika, Cuttack.
134. Economics of Small Newspapers : A study : Trilok N Sindhvani, Industrial Economist, was with the IENS and Tribune of Chandigarh and now with Engineers India.
135. Tribal Language Newspapers and their Readers in Tripura : M.K. Debbarmar, Researcher and Editor of a monthly literary journal, Agartala.
136. Towards Responsible Journalism : Chunibhai Vaidya, Editor, Bhoomiputra, Baroda.
137. Growth of Bihar Newspapers : S.R. Pandeya, Correspondent Press Trust of India, Ranchi.
138. A survey of Newspaper Readership in Sambalpur : L.N. Mishra, Department of Political Science, Sambalpur University.
139. A survey of Newspaper Readership in Cuttack : N.C. Hazari, Reader in Public Administration, Department of Political Science, Utkal University.
140. A survey of Newspaper readership in Garjam District : J.K. Baral, Reader in Political Science, Bhubaneswar University.
141. A Socio-economic Survey of Rural readers of Athagari in Cuttack District : M. Mohanty and others. M. Mohanty is Professor of Political Science, Delhi University.
142. Content Analysis of *Samaj, Prajatantra* and *Mathrubhumi* : M. Mohanty and Others. M. Mohanty is Professor of Political Science, Delhi University.
143. A survey of Newspaper Readership in Bhabaneshwar : P.C. Sarangi, Lecturer in Political Science, Utkal University.
144. Orissa Press—A Summing Up : M. Mohanty, Professor Department of Political Science, Delhi University.
145. Litho Process of Printing Urdu Papers : Isharat Ali Siddiqui : Chief Editor, Quami Awaz, and Member of the reconstituted Press Commission.
146. A note on Ownership and Pressures : N.S. Jaganathan Financial Journalist, former Assistant Editor, Statesman.
147. A note on the Press in Yugoslavia : J.P. Chaturvedi Special Correspondent in Delhi of *Desh Bandhu*, Raipur.
148. Economics of Oriya Newspapers : R.P. Shasri, Editor, Orissa Times, Cuttack.
149. A note on Trusts for Newspapers : Dr. Bhabatosh Datta, Economist, Chairman of the Fact Finding Committee on Newspaper Economics.
150. A study of the Urdu Press in Punjab and Haryana : J.C. Vaidya, C.I.S. Officer.
151. Notes on Professional Issues : G.N. Acharya, former Assistant Editor, Bombay Chronicle.
152. Press in Goa : A study : G.V. Kamat Helakkar, Director, Centre of Post Graduate Instruction and Research, Goa.
153. Newspapers in Jabalpur : A review : Jyoti Prakash Chalchitra Press, Jabalpur.

154. Problems of Administration of the Press and Registration of Books Act, 1867 : G.B. Dharmadhikari, an Officer of Maharashtra Government in the Office of the Examiner of Books.
155. Glimpses of Women's life in Gujarati Dailies : Lia Pathak, Head of Department of English, Shri H.K. Arts College, Ahmedabad.
156. A note on Pricing of Daily Newspapers : Dr. Bhabatosh Datta, Economist, Chairman of the Fact Finding Committee on Newspaper Economics.
157. Rajasthan's Weekly Press: R.S. Bhatt, Former Director, Information and Public Relations, Government of Rajasthan.
158. District Press in Uttar Pradesh : K.K. Mishra, Special Correspondent, Indian Express : now with National Herald, Lucknow.
159. Newspapers in West Bengal's Hill Region : A study : S.C. Gangopadhyay, Field Publicity Officer, Ministry of Information & Broadcasting, Government of India.
160. A Study on the Press in Hill Districts of Uttar Pradesh : S.D. Joshi, In-charge, Department of Social Sciences and Humanities, G.B. Pant University Nainital.
161. Specialised Journals in Hindi : A study : K.L. Nandan, Editor, Sarika and Parag, New Delhi.
162. Coverage of Election news in Dehra Dun Newspapers K.K. Mishra, Special Correspondent, Indian Express; now with National Herald, Lucknow.
163. Analysis of Election Coverage; December-January 1980: Madhumita Majumdar, Assistant Editor, Indian Express.
164. Parliamentary Election Coverage in Punjab in 1977 Pradeep Mathur, Senior Sub-Editor, Tribune, Chandigarh.
165. Child in the News : A study : Hena Singh, Social Researcher; was connected with studies done for UNICEF.
166. Press in Dehra Dun : Akshay Kumar, Field Publicity Officer, Ministry of Information and Broadcasting, Government of India.
167. A study of Comic Strips in Indian Newspapers and Periodicals : Sandhya Chakravarti, Free-Lance Writer.
168. A note on Newspaper Technology : V.N. Chhabra Manager, Job and Process Department, Statesman.
169. A study of Journals on Performing Arts : Kirti Jain, Reader in Dramatics, National School of Drama.
170. Press Reporting on Communal Riots : An analysis : Sumanta Banerjee, Free-Lance Journalist.
171. An analysis of Coverage of Communal Riots in *Organiser* and *Radiance*; Devsagar Singh, Correspondent, Indian Express, Delhi.
172. Reporting Aligarh Communal Riots : An analysis : Shahbaz Hussain, C.I.S. Officer.
173. Coverage of Communal Riots in Bihar Papers : An analysis : J.N. Sinha, C.I.S. Officer.
174. A note on Functional Relationships in a Newspaper Office : B.G. Verghese, Former Editor, Hindustan Times and Member, Macbride Commission.
175. A note on Chalti Jagat—Illustrated Fortnightly for the Neo-literates in Bengali.
176. On Giving the Facts : Sumer Kaul, Assistant Editor, Indian Express, Delhi.
177. Experience of working as a Journalist in Gauhati and Calcutta : B.K. Bhattacharya, Veteran Assamese Journalist ; winner of Gyan Peeth Award.
178. Reporting Court Proceedings : A study : Y.D. Lokurkar Veteran Journalist and author.
179. A review of the Marathi Press in Sugar Districts : M.Y. Gadkari, Resident Editor, Sakal, Bombay.
180. Growth of Newspapers in Uttar Pradesh —1955-79 : Government of Uttar Pradesh.
181. Reading Habits of Students—A Survey: Government of Uttar Pradesh.
182. Newspapers and Periodicals in Uttar Pradesh : A survey Government of Uttar Pradesh.
183. Hindi Press—1954-80: A critical review : B.S. Bartwal, Senior Sub Editor, Nav Bharat Times, New Delhi.
184. 1980 Assembly Elections in Gujarat—An Analysis of Press Coverage : Y. Shukla, Co-ordinator, Gujarat Vidyashala, Ahmedabad.
185. Impact of West Bengal Newspapers in Tripura : S.C. Bhattacharya, former Director of Information and Public Relations, Government of Tripura.
186. Analysis of Election Coverage in Ahmedabad Papers : J.C. Desai, Retired C.I.S. Officer.
187. Analysis of coverage of Lok Sabha elections in Kerala : G. Narayan Pillay, Reader, Department of Sociology, Kerala University, Trivandrum.
188. Analysis of Reporting on Communal Riots : Amitabh Chakrabarti, C.I.S. Officer.
189. Analysis of Reporting on Communal Riots : N.C. Pant, C.I.S. Officer.
190. A note on Bias in Political Reporting : Madhumita Majumdar, Assistant Editor, Indian Express.
191. Gujarati Press 1955-80: A review : Digant Dave, C.I.S. Officer.
192. Urdu Press : A critical review : Ali Ashraf, Head of the Department of Political Science, Jamia Millia University Delhi.
193. Influence of Religious Organisations on the Kerala Press: Indian Institute of Mass Communication, New Delhi.
194. The English Newspapers : A critical review : Pran Chopra, former Editor, Statesman.
195. Newspapers in Ajmer and Beawar : A study : B.L. Tripathi of Indian Institute of Management, Ahmedabad.
196. Urdu Press 1955-80 : A review : G.D. Chandan, retired C.I.S. Officer.
197. Publications Registered as Newspapers in Delhi : A Field Survey : S. Viswanathan, Researcher with experience of market survey.
198. Growth of the Telugu Press : A study : V. Patanjali C.I.S. Officer.

199. A case for a Council for Journalism Education : Nadig Krishna Murthy, Head of the Department of Post Graduate Studies and Research in Journalism, Mysore University.
200. Ownership Pattern of Calcutta Newspapers : A study : Niranjan Halder, Assistant Editor, Ananda Bazar Patrika.
201. Experience of Gathering News in a State Capital : V.T. Joshi, Correspondent, Times of India.
202. Journalists Under Pressure in Bihar : S.K. Ghosh, former Chief of the P.T.I. Bureau in Patna.
203. Production Facilities for Newspapers : Status and Outlook : P.K. Roy, Expert in Newspaper Economics and Management, Publisher, Amrita Bazar Patrika.
204. A study of Three Daily Newspapers in Marathi : M.Y. Gadkari, Resident Editor, Sakal, Bombay.
205. A study of Medical and Health Journals : T.K. Parthasarathy, Editor, Swasth Hind, Ministry of Health, Government of India.
206. Impact of Technology on the Newspaper Industry : V.N. Chhabra, Manager, Job and Process Department, Statesman.
207. Research in Journalism and Mass Communication : Dr. Bhaskar Rao of the Operations Research Group, Delhi.
208. Photo-Journalism in India : A review : T.S. Nagarajan, Photo-Journalist, former Director of Photo Division, Ministry of Information and Broadcasting, Government of India.
209. The Tamil Press : A critical review : N.S. Jagannathan, Assistant Editor, Statesman, New Delhi.
210. Performance of the Hindi Press : Rajendra Mathur, Chief Editor, Nai Duniya and Member of reconstituted Press Commission.
211. Coverage of Moscow Olympics in Indian Newspapers : K. Dutta, Sports Editor, Times of India.
212. The Telugu Press 1954-80: A critical review : Gora Shastri, Editor, Andhra Bhoomi, Secunderabad.
213. The Kannada Press 1955-79 : A critical review : Khadri Shamanna, Editor, Prajavani, Bangalore.
214. Magazine Boom : A review of the phenomenon : Dr. Bhaskar Rao of the Operations Research Group, Delhi.
215. The Malayalam Press : A review : Gopinathan Nair, Correspondent, United News of India, New Delhi.
216. An Analysis of Newspaper Coverage of Election to State Assemblies, 1980 : Madhumita Majumdar, Assistant Editor, Indian Express.
217. Growth of Journalism in Punjab : Tirolk Deep, Correspondent, Dinman and Times of India, Delhi.
218. Technological and Economic Aspects of Small and Medium Newspapers : R. Krishnamoorti, Expert in Printing Technology ; Chairman and Managing Director, Priconsor India Private Ltd.
219. Free-lance Journalism : Problems and Prospects : J. Sriraman, Free-lance Journalist.
220. Readership Survey of the Indian Press : Dr. Bhaskar Rao of the Operations Research Group, Delhi.
221. Ownership and Control Structure of the Indian Press : S.K. Goyal, Professor, Indian Institute of Public Administration, Delhi.
222. A Survey of Small and Medium Newspapers : Study done through the All India Small and Medium Newspaper's Association, New Delhi.
223. Analysis of Election Coverage by the Gujarati Press : Yasin Dalal, Lecturer, Department of Journalism, Saurashtra University, Rajkot.
224. A study of Sanskrit newspapers and periodicals : S.C. Bhatt, retired C.I.S. Officer.
225. News-to-Advertisement Ratio : 1972 and 1981: Operations Research Group, Baroda.
226. Basumati under State Management : P.B. Chakraborty, former Senior Correspondent, Statesman, Calcutta.
227. A note on Role of the Press : Nadig Krishnamurthi, Head of the Department of Post Graduate Studies and Research in Journalism, Mysore University.
228. Problems of District Papers in Midnapore : Chittaranjan Kundu, Editor, Pradeep Weekly, Midnapore.
229. Problems of the Kashmiri Press : Mohmad Yusuf Ganie, former Assistant Editor, Indian Express.
230. Working Conditions of Journalists : Balraj Mehta, Assistant Editor, Indian Express, Delhi.
231. Coverage of Assam Problems : An analysis : Gopal Bhaumik, former Director of Information and Public Relations, Government of West Bengal.
232. Press in Himachal Pradesh : N.K. Malhotra, C.I.S. Officer.
233. Uttar Banga Sambad : Study of a new daily from Siliguri : A. Chakraborty, C.I.S. Officer.
234. Survey of Newspaper Contents : Operations Research Group, Baroda.
235. Appropriate Technology for the Indian Press including the Rural Press : C.G.K. Reddy, Director, Research Institute for Newspaper Development, Madras.
236. A Study on Punjabi Press since 1954 : Bhupinder Singh, C.I.S. Officer.
237. Sindhi Newspapers and Periodicals in India : Mansing Chuaharmal, General Manager, Hindustan, Sindhi Daily.
238. Working Conditions of Journalists : K.M. Shrivastava, Chief Sub Editor, Samachar Bharati.
239. Analysis of Contents of the Big Papers in Malayalam—Elias Peter, C.I.S. Officer.
240. Profile of the Indian Press : 2001 AD : Dr. Bhaskar Rao of the Operations Research Group, Delhi.
241. A review of the working of the Second Press Council : W.A. Qazi of the Indian Institute of Mass Communication.
242. News Agency Content Analysis : S.C. Sharma, retired C.I.S. Officer.
243. Analysis of Contents of the Tamil Daily Thanthi, Coimbatore and of the Medium and Small Newspapers in Malayalam : Elias Peter, C.I.S. Officer.
244. Performance of Samyuktha Karnataka after Government takeover : K. Subba Rao, C.I.S. Officer.
245. Summative Reviews of the Press in Various Languages : C.G.R. Kurup and B.B. Rindani, retired C.I.S. Officer ; and T.S.N. Gupta, C.I.S. Officer.

**LIST OF ORGANISATIONS/NEWS PAPERSETC. WHICH DID NOT SUPPLY INFORMATION DATA REQUIRED
BY THE COMMISSION**

Chapter No.	Para No.	Brief description	Chapter No.	Para No.	Brief description
VIII	83	The Chief Secretary to the Government of Madhya Pradesh was requested to give particulars of the allotment of land in Bhopal to a multi-edition newspaper group. No reply was received.			(b) In September 1979, 153 newspapers selected on a sampling basis were requested to furnish balance sheets and accounts etc. for the accounting years 1974 to 1978. Of these 25 newspapers failed to furnish the required data. They are listed in Appendix IX.2.
VIII	101	The Directorate of Advertising & Visual Publicity and the Ministry of Information & Broadcasting did not furnish a copy of the Rate Structure Committee's Report, and the value and rates of advertisements given to individual newspapers.	IX	5	Thirty-five newspaper undertakings were requested to give revenue and expenditure data for the years 1970, 1975 and 1980. Of these, 15 did not supply the information. They are listed in Appendix IX.3.
VIII	163	The Director-General of Information and Public Relations, Government of Maharashtra did not give details of the State Governments' proposal to bring out a daily newspaper of its own.	IX	221	CCI & E did not give information on the circumstances in which licences issued in 1969 to the Indian Express group for import of facsimile equipment were later made in-operative.
IX	4	(a) In December 1978, 85 newspaper undertakings were requested to furnish balance sheets and accounts for the years 1973-74 to 1977-78. Of these, 68 did not furnish the data, as listed in Appendix IX.1.	X	10	Seventy newspaper undertakings were requested to indicate whether the information on ownership linkages given in the I.I.P.A.'s study on the <i>Ownership and Control Structure of the Indian Press</i> was correct. Of these, 25 companies/ undertakings did not respond. They are listed in Appendix X.3.



APPENDIX I.37

P = Present
A = Absent

MEETINGS OF THE RECONSTITUTED COMMISSION

Names	1 Cochin Jun 18, 1980	2 Cochin July 18-20, 1980	3 Cochin Aug 28-30, 1980	4 Delhi Sep 29 & 30 and Oct 1 & 3, 1980	5 Delhi Oct 23, 24 & 27, 1980	6 Delhi Nov 25 & 26, 1980	7 Delhi Jan 20-22 1981
1. Shri Justice K.K. Mathew	P	P	P	P	P	P	P
2. Shri Justice Sisir Kumar Mukherjee	P	A	P	P	P	P	P
3. Smt. Amrita Pritam	A	P	A	A	A	A	A
4. Shri P. V. Gadgil	P	P	P	P	P	P	P
5. Shri Ishrat Ali Siddiqui	P	A	P	P	P	P	P
6. Shri Rajendra Mathur	P	P	P	A	P	P	A
7. Shri Girilal Jain	A	P	A	P	P	A	P
8. Shri K.R. Ganesh	P	P	P	P	P	P	P
9. Shri Madan Bhatia	A	A	A	A	—	—	—
10. Prof. H.K. Paranjape	P	P	P	P	P	P	P
11. Shri Ranbir Singh	P	P	P	A	P	A	P
12. Shri Prem Chand Verma	—	—	—	—	—	P	P
13. Shri Justice A.N. Mulla	—	—	—	—	P	A	P

APPENDIX 1-37 (contd.)

Names	8 Delhi Mar 18-20, 1981	9 Delhi Apr 15-18, 1981	10 Cochin May 21-24, 1981	11 Delhi Jun 22-27 and Jun 29, 1981	12 Bangalore Jul 6-11, 1981	13 Delhi Aug 18-22, 1981	14 Delhi Sep 14-18 1981
1. Shri Justice K.K. Mathew	A	A	P	A	P	P	P
2. Shri Justice Sisir Kumar Mukherjee	P	P	P	P	P	P	P
3. Smt. Amrita Pritam	—	—	—	—	—	—	—
4. Shri P. V. Gadgil	P	P	P	P	P	P	P
5. Shri Ishrat Ali Siddiqui	P	A	A	P	P	P	P
6. Shri Rajendra Mathur	P	P	P	A	P	P	P
7. Shri Girilal Jain	P	P	A	A	A	A	P
8. Shri K.R. Ganesh	P	P	A	P	A	P	P
9. Shri Madan Bhatia	—	—	—	—	—	—	—
10. Prof. H.K. Paranjape	P	P	P	P	P	P	P
11. Shri Ranbir Singh	P	P	P	P	P	P	P
12. Shri Prem Chand Verma	P	P	P	P	P	P	P
13. Shri Justice A.N. Mulla	A	A	A	A	A	A	A

Names	15 Delhi Oct 12-16, 1981	16 Delhi Dec 3-5 and 7-10, 1981	17 Delhi Jan 4-9 1982	18 Delhi Jan 28 Feb 3, 1982	19 Delhi Mar 1-5, 1982	20 Delhi Mar 16 and 18, 1982	21 Delhi April 3 1982
1. Shri Justice K.K. Mathew	P	P	P	P	P	P	P
2. Shri Justice Sisir Kumar Mukherjee	P	P	P	P	P	P	P
3. Smt. Amrita Pritam	—	—	—	—	—	—	—
4. Shri P.V. Gadgil	P	P	P	P	P	P	P
5. Shri Ishrat Ali Siddiqui	P	P	P	P	P	P	P
6. Shri Rajendra Mathur	P	P	P	P	P	P	P
7. Shri Girilal Jain	P	P	P	P	P	P	P
8. Shri K.R. Ganesh	P	P	P	P	P	P	P
9. Shri Madan Bhatia	—	—	—	—	—	—	—
10. Prof. H.K. Paranjape	A	P	P	P	P	P	P
11. Shri Ranbir Singh	P	P	P	A	A	P	A
12. Shri Prem Chand Verma	P	P	P	P	P	P	P
13. Shri Justice A.N. Mulla	A	A	P	A	A	A	A

Note ; 1. The resignation of Shri Madan Bhatia was notified on 16th October 1980 and by the same notification Shri Prem Chand Verma and Shri Justice A.N. Mulla were appointed Members of the Commission.
2. The resignation of Smt. Amrita Pritam was notified on 29th January 1981.

APPENDIX I. 38

STATEMENT OF EXPENDITURE

Sub-heads	Expenditure 1978-79 (Rs. lakhs)	Expenditure 1979-80 (Rs. lakhs)	Expenditure 1980-81 (Rs. lakhs)	Allotted amount for 1981-82 (Rs. lakhs)	Total expenditure (Rs. lakhs)	Budget grant for 1982-83 (Rs. lakhs)
A. 13(1)(1)—Salaries	3.47	7.64	8.50	10.04	29.65	1.12
A. 13(1)(2)—Travel Expenses	1.45	2.94	1.81	2.75	8.95	0.10
A. 13(1)(3)—Office Expenses	5.64	3.12	2.06	3.50	14.92	0.20
A. 13(1)(4)—Special Services	0.57	3.16	1.12	1.30	6.15	—
Total :	11.13	16.68	14.09	17.59	59.67	1.42

OFFICERS AND STAFF OF THE COMMISSION'S SECRETARIAT

Post	Name	From	To
Secretary	M.V. Desai	30-6-78	31-10-80
	G.N.S. Raghavan	28-11-80	15-4-82
Deputy Secretary	K.S. Ramamurthi	20-11-80	15-4-82
Director (Research)	K.S. Srinivasan	4-7-78	15-2-80
	A. Datta Majumdar	25-10-80	31-12-80
	B.I. Saini	31-1-81	15-4-82
Senior Research Officer	Gautam Datta	3-4-79	15-4-82
	A.K. Chatterjee	18-10-78	15-4-82
	Surendra Mohan	18-8-78	31-3-82
Private Secretary to Chairman	Rijha Ram	2-9-78	31-1-80
	H.L. Chandra Mouly	23-7-80	10-3-82
Research Officer	C.S. Mohile	6-12-78	15-4-82
	Smt. Bharati Narasimhan	1-12-78	15-4-82
	Purshottam Lal	12-9-79	15-4-82
Court Master	A.K. Chakravarty	1-3-79	31-7-81
P.S. to Secretary	V. Janakiraman	20-12-80	31-3-82
Senior Personal Assistant	D.R. Dikshitulu	30-5-78	1-8-79
	Kewal Singh	21-12-78	31-1-81
	P.K. Asnani	18-1-79	2-2-81
	I.S. Gupta	1-9-79	1-8-81
	R.K. Gadi	15-2-79	15-4-82
	Bodh Raj	19-2-81	15-4-82
	P.L. Malhotra	27-2-81	15-4-82
	M.K.D. Prasada Rao	1-8-81	31-3-82
Research Assistant	S.S. Sharma	1-7-78	18-2-79
	Purshottam Lal	18-7-78	11-9-79
	Jagdish Singh	1-6-79	15-4-82
	S. Palanivelu	26-5-79	1-3-82(FN)
Investigator	O.P. Gautam	1-8-78	15-6-80
	J.N. Jha	12-7-79	8-2-80
	K.N. Nagpal	1-8-78	17-3-80
	C.L. Seth	6-6-80	31-12-81
	Y.P. Bagga	1-7-80	31-12-81
	V.K. Sharma	12-11-80	15-4-82
Personal Assistant	V.N. Kansal	24-7-78	31-5-79
	R.P. Rampal	1-8-78	6-7-80
	M.K.D. Prasada Rao	16-11-78	31-7-81
	P. L. Malhotra	7-9-79	26-2-81
	R.K. Grover	28-7-80	15-4-82
	S.P. Jain	1-4-81	15-4-82
Stenographers Grade 'D'	J.L. Dhingra	3-8-78	18-4-79
	C.V.R. Murthy	4-8-78	15-4-82
	J.D. Batra	1-8-78	15-4-82
	A.P. Abhichandani	1-1-80	15-4-82
<i>Administration Wing</i>			
Director (Administration)	N. Subramanian	9-8-78	15-4-82
Administrative Officer	G.L. Ahuja	16-6-78	31-12-79
	P.S. Herle	10-4-80	15-4-82
Section Officer	P.S. Herle	10-7-78	9-4-80
	B.K. Mitter	12-6-80	15-4-82

Post	Name	From	To
Assistant	S.M. Khanna	5-7-78	17-3-80
	A.K. Saxena	1-7-78	24-5-80
	N.D. Khanna	14-4-80	15-4-82
	P.D. Bhardwaj	1-10-80	15-4-82
Junior Accounts Officer	T.N. Gupta	5-7-78	9-11-78
	V.N. Suri	9-11-78	15-4-82
Personal Assistant	V.D. Kalra	1-8-78	15-4-82
Stenographer Grade 'D'	S.K. Bajaj	1-8-78	30-10-79
	Shanti Swaroop	28-2-81(AN)	15-4-82
UDCs	Phool Singh, Cashier	24-7-78	15-4-82
	M.L. Vaswani	1-8-78	2-12-81
	Baldhari Singh	1-8-78	15-4-82
	K.S. Dahiya	1-8-78	5-4-82
LDCs	S.S. Malik	28-9-78	18-6-79
	Narain Dass	1-6-79	30-6-79
	G.K. Pillai	22-9-78	19-7-79
	M.L. Bodwal	30-5-79	1-10-79
	V.K. Sharma	12-10-79	3-8-80
	Ghanshyam Dass	25-10-79	14-8-80
	Rajender Singh	1-8-78	5-9-80
	V.K. Kaura	18-10-79	29-10-80
	A.K. Basra	23-10-80	5-2-81
	K.R. Kaushik	1-12-80	30-6-81
	A.S. Dhaliwal	24-7-78	29-8-81
	Hoshiar Singh	18-8-80	2-12-81
	Trivedi	1-8-78	18-1-82
	Manzar Hussain	10-8-78	25-1-82
	Sant Ram	16-9-81	15-2-82
	M.K. Jain	1-7-78	15-4-82
	Rakesh Bhardwaj	25-10-79	15-4-82
	B.S. Atri	9-7-80	15-4-82
	Deepak Kanwar	18-9-80	15-4-82
	K.P. Singh	31-10-80	15-4-82
	Girish Kumar	28-5-81	15-4-82
	E.S. Sebastian	30-11-81	15-4-82
Gestetner Operator	Jammuna Dass	1-8-78	12-12-78
	Sher Singh	12-12-78	23-7-79
	Umed Singh	23-7-79	15-4-82
Staff Car Driver	M. Muthuswamy	30-8-78	15-4-82
	C.O. Joseph	11-11-80	15-4-82
Daftry	Dal Chand	20-2-79	3-4-79
	Hukam Chand	26-4-79	1-7-81
	Govind Ram	15-5-79	5-4-82

SUMMARY OF STUDY NO. 197 ON THE PUBLICATIONS REGISTERED AS NEWSPAPERS IN DELHI

The study contains the findings of a survey of all the dailies and periodicals (upto monthlies) published from Delhi and registered with the Press Registrar (Press in India, 1978). The survey was carried out by a team of field investigators during 1979.

For purposes of analysis, the newspapers to be surveyed were divided into two linguistic groups—English and other languages. Each group was again divided into two categories periodicity-wise;

- (i) Dailies, weeklies and fortnightlies;
- (ii) Monthlies.

Each category had three sub divisions :

- (i) Publications with circulation above 1,000;
- (ii) Publications with circulation below 1,000;
- (iii) Publications whose circulation had not been stated in the report of the Press Registrar.

The following is a break down of the number of newspaper considered for the study:

Circulation	English	Other languages	Total
Above 1,000	253	326	579
Below 1,000	109	105	214
Not stated	287	438	725
Total	649	869	1518

Findings : Of the 1,518 publications mentioned in Press in India, 1978, 256 were found to be positively existing in a preliminary survey. Thirty were found to be positively not existing.

Of the remaining 1232 publications, field investigators tried to meet editors/proprietors of 650 newspapers to find out whether they were actually coming out. Out of the 650, only 328 newspapers were found to be existing.

Projecting the result of spot survey, it was estimated that 624 of the 1232 publications were actually in existence. Together with the 256 publications found earlier to be positively existing the total number of existing publications was therefore, taken to be 880 out of the 1518 publications in Press Registrar's record. The percentage of the existing publications to the total of 1518 thus worked out to 58. Sixty six per cent of the English newspapers were functioning while the figure for other languages was 51.

Based on the interviews with editors/proprietors of the existing newspapers, the study noted the following points :

- (1) The major problems faced by newspapers in Delhi as stated by the respondents were (in the descending order of importance) :
 - (i) DAVP's policy on advertising
 - (ii) Black market in newsprint
 - (iii) Lack of finance
 - (iv) Lack of advertisement
 - (v) Shortage of newsprint
- (2) Forty-two per cent of the existing newspapers had missed issues in the past one year. Publications from the lower circulation ranges were found to be more prone to this malady.
- (3) The average number of journalists working for each newspaper was seven. Of them, 63 per cent were part-time employees.
- (4) Only 19 per cent of the newspapers had their own printing presses. Fifty-four per cent had a telephone, 71 per cent type-writers and two per cent had relax.
- (5) Fifty per cent of the respondents said they had started the newspapers for commercial reasons. Only 14 per cent said the reasons were political. There was no response from 27 per cent.
- (6) Thirty per cent of the editors were post-graduates and 45 per cent were graduates. Only three per cent of the respondents said they were 'below matric'.
- (7) Thirty-seven per cent of the editors claimed past experience in the field of journalism and publishing.
- (8) In a sidelight to the study, it was noted that the Press Registrar's Report did not give the correct addresses of many newspapers. In some cases, the changes in addresses were not incorporated in the Report even after a lapse of seven years. At one of the addresses, the investigator found only a junk dealer who had never heard of the paper, and yet according to the Press Registrar, the paper was coming out for the past eight years.
- (9) Editors of Urdu papers complained of a sharp decline in readership as well as in the number of contributors.

The study emphasises the need for having a foolproof method of ascertaining the actual existence and circulation figures of newspapers.

SPURIOUS NEWSPAPERS : THE U.P. EXPERIENCE

The report of a Committee appointed by the U.P. Government in January 1975 to go into the reorganisation of the State Information Department contained several instances of the malpractices indulged in by some newspapers. The Committee submitted its Report on August 27, 1975.

The report says that the help given to the small newspapers has had mixed consequences and unforeseen bad results seem to have outnumbered the anticipated good results. Like "bad money driving good money out of circulation", many of these small papers are making it increasingly difficult for genuine newspapers and newsmen to survive. They have better access to the seat of power. Their visits to Information Department are more frequent. "They know the art of 'Sam-Dam-Dand-Bhed'". Their actual periodicity is generally determined by their need to harass or oblige some individuals. Their circulation figures bear no relation to realities, although they are certified by their chartered accountants."

The Report notes that in U.P., small newspapers of this category outnumber the genuine journals although their influence cannot be said to have overshadowed them. "Of the 57 Hindi dailies (approved for giving government advertisements), 34 did not subscribe to any news agency, according to the information with the Deputy Director in charge of Government advertisements. The number of the approved English dailies is five and of Urdu dailies six. The approved Hindi and Urdu weeklies total 185 and 18 respectively. There dailies and weeklies in this list hardly known to anyone in the same city except their direct beneficiaries or benefactors."

The Report says that of the 72 dailies from the State listed in the Report of the Enquiry Committee on Newspaper Economics, more than half seem to be casual publications. They do not subscribe to any recognised news agency and generally do not have permanent staff. Occasionally, they hire temporary/part time hands who need not be paid wages according to the statutory requirements. Some bigger papers have also been known to be circumventing Wage Board provisions. The Report says : "No newspaper should be eligible to receive any Government advertisement, if it does not conform to regulations protecting the rights of its employees and if it furnishes fabricated details in respect of circulation, staff, etc."

The Committee points out that if one took into account all the dailies and weeklies published from the State, a strange conglomeration would present itself. There seem to be any number of editors without the least professional qualification. "We saw three dailies in Meerut having different titles and identical items. We saw in Moradabad a new experiment of the same sheet producing two different papers. On one side was a Hindi title with one registration number, on the other side an Urdu publication with a different registration number. None of them could be described as a newspaper but their successful proprietor-editor had secured registration numbers from the office of Registrar of Newspapers for India. In at least one case, brought to our notice, the editor had given his thumb impression on the Declaration form."

The Committee says most of the so-called small papers are a threat to real journalism. "The producers of these papers do not even need money to become a public menace. They need no press and no permanent staff. Not confined to small

papers, the malady has made inroads into medium papers and papers run by big establishments. The phenomenon was not completely unknown before. But, there used to be some semblance of propriety even in the absentee landlordism of the editor who used to compete with publicmen in getting his photographs published in his paper. Today, norms are violated with impunity. Designating themselves as editors or adjetivised as 'managing' editors, the neo-literates determine the newspaper's policy and its projection. They appoint their agents on key positions to disfigure events and dictate terms. Freedom of Press to them means freedom to distribute muck when the people sip their morning tea. They are the adulterators of the worst order. A peculiar mixture is being manufactured with the blending of managerial and editorial functions promoting unholy alliance with other anti-social elements including discredited politicians and corrupt officials. The editor canvasses advertisement support and work out case for enhanced rates. Failure to oblige them is fraught with adverse reports in their papers. If this massive raid by trespassers is allowed to go unchallenged, the professional journalists will be wiped out from top positions and replaced by polythene editors".

The Committee points out that not only journalism but social life as well is being polluted by this development. "Newspaper is more than an industry. Whether officially declared or not, it is a public trust. Besides building public opinion, a newspaper has therefore to be also responsive to it. It cannot be one-way traffic".

The Committee's Report says that the existing Press and Registration of Books Act is faulty and inadequate. It provides several loopholes. "The Government should frame a comprehensive legislation for newspapers separately... Much of the misuse of the provisions flows from unsatisfactory definition of a newspaper."

In the view of the Committee, a workable definition seems to be "A journal with a determinate and identifiable periodicity containing news and/or views on public matters in public interest in conformity with prescribed code of journalistic ethics."

The Committee has suggested several measures to check the phenomenon of spurious newspapers and to improve the standard of newspapers. These are :

(i) Until a Press Registrar is appointed for each State in accordance with the recommendations of the First Press Commission, the U.P. Government should appoint a Press Officer to work in close liaison with the Registrar of Newspapers for India. He should be armed with full powers to verify the circulation and other aspects of newspapers. He should initiate action against Chartered Accountants issuing false certificates.

The code of professional conduct applicable to chartered Accountants is contained in Section 22 of the Chartered Accountants Act, 1949 read with the Schedules to the Act. These give an illustrative, though not a conclusive definition of 'Professional Misconduct'.

Part I of the Second Schedule to the Act provides that the following conduct on the part of a Chartered Accountant, among other things, will constitute professional misconduct :

(a) "If he fails to disclose a material fact known to him which is not disclosed in a financial statement, but disclosure of

which if necessary to make the financial statement not misleading. If he fails to report a material mis-statement known to him to appear in a financial statement with which he is concerned in a professional capacity." (Clauses 5 & 6).

(b) "If he is grossly negligent in the conduct of his professional duties." (Clause 7).

(c) "If he fails to obtain sufficient information to warrant the expression of an opinion or his exceptions are sufficiently material to negate the expression of an opinion." (Clause 8).

Section 21 of the Act lays down the procedure for enquiries into misconduct of Chartered Accountants. On receipt of a complaint, the Council of the Institute of Chartered Accountants first decides whether a 'prima facie' case has been made out against a member for professional or other misconduct. If the Council is satisfied that a 'prima facie' case exists, the matter is referred to the Disciplinary Committee which holds an enquiry and reports its conclusions to the Council. After this, the Council decides whether or not the member is guilty of professional or other misconduct. In the case of charges mentioned in the Second Schedule, the Council has to refer the matter to the High Court with its recommendation unless it finds that the member is not guilty. One of the penalties can be removal of the member from the Register of Members of the Institute.

(ii) Every journal should be required to maintain one hundred per cent periodicity. Exemption from the rule should be allowed only for notified holidays, and when there are circumstances beyond the control of the newspapers such as a strike or power failure. The said Press Officer should certify that the closure was involuntary.

(iii) Every newspaper should be required to observe a Code of Conduct. "Incitement to violence and spreading disaffection among religious, linguistic or other communities should not be tolerated. Any concession in this regard will amount to giving premium to saboteurs. However, the Government or any of its agencies should not be competent to take any action arbitrarily against the defaulting paper. The Governmental authority should refer the case to a self-regulatory body of the newspaper industry."

(iv) State Press Councils should be set up, more or less, on the lines of the Central body. The size need not be that big. Otherwise it will be difficult for it to meet more often. "Its size could be half of the national body presided over by a serving or retired High Court/Supreme Court Judge nominated by the Chief Justice of India. The selection of members should be made by a panel consisting of the Chief Justice of the Allahabad High Court, Speaker of the State Legislative Assembly and Chairman of the Central Press Council. Well conceived regulatory processes should not impede the general health of the newspaper industry."

A newspaper will be free to lodge a complaint against the Government or any public functionary for victimising the newspaper on any account. Similarly, the Government or any person affected by the conduct of a newspaper will be competent to demand action against the erring newspaper for undermining the code of professional ethics. Persons not directly affected by the newspaper may also submit a petition against it for violating journalistic ethics and/or undermining democratic values. To discourage frivolous complaints, it may be laid down that no less than 10 persons, at least one of whom will be office-holder in a recognised institution, should be signatories to such a petition.

The complainants may demand suspension of publication of the paper if it is found to be persistently working against Directive Principles of State Policy and helping subversion in any manner. If in a riotous situation, immediate action is called for when the Council is not in session, the Chairman in consultation with members instantly available may recommend such a step to be ratified later by the Council. The advice of the Chairman will be binding. The Government will have to ensure its implementation without any loss of time.

The Committee expresses the view that if such a body is set up, it will not be 'that easy' for newspapers to indulge in scurrilous, defamatory and filthy writing. "Just as democracy requires a Government to function in public gaze, those supposed to be the watchdogs of public opinion cannot afford to adopt closed door tactics. If they behave arbitrarily and refuse access to the people whom they claim to serve, they will be liable to appropriate action."

APPENDIX II. 3

CIRCULATION OF CERTAIN DAILIES—BIG, MEDIUM AND SMALL—WITHIN THE STATE OF PUBLICATION
JULY—DECEMBER 1980
BIG

Sl. No.	Name	Total circulation	Circulation in the state of publication	Percentage
1	2	3	4	5
1.	Ananda Bazar Patrika (Bengali), Calcutta	4,26,469	3,78,869	88.83
2.	Navbharat Times (Hindi), Delhi	3,43,300	1,57,753	45.95
3.	Jugantar (Bengali), Calcutta	3,29,750	2,90,083	87.97
4.	Hindustan Times (English), Delhi	2,60,090	1,44,864	55.73
5.	Lok Satta (Marathi), Bombay	2,19,840	2,13,616	97.16
6.	Times of India (English), Bombay	2,67,562	2,41,498	90.25
7.	Malayala Manorama (Malayalam), Kottayam, Kozhikode and Cochin	5,06,895	4,75,837	93.87
8.	Gujarat Samachar (Gujarati), Ahmedabad and Surat	1,94,592	1,93,652	99.51
9.	Hindustan (Hindi) Delhi	1,81,404	35,029	19.30
10.	Times of India (English), Delhi	1,90,445	62,031	32.57
TOTAL		29,20,347	21,93,232	75.10

MEDIUM

1	2	3	4	5
1.	Express (Malayalam), Trichur	47,635	47,468	99.64
2.	Free Press Journal (English), Bombay	43,474	40,569	93.31
3.	Punjabi Tribune (Punjabi), Chandigarh	42,009	2,601	6.19
4.	Janmabhoomi (Gujarati), Bombay	45,505	43,053	94.61
5.	Andhra Patrika (Telugu), Vijayawada and Hyderabad	37,924	36,419	96.03
6.	Amar Ujala (Hindi), Bareilly	40,235	40,232	100.00
7.	Assam Tribune (English), Gauhati	37,341	31,876	85.36
8.	Deccan Chronicle (English), Secunderbad	47,007	46,779	99.51
9.	Dainik Tribune (Hindi), Chandigarh	32,674	2,582	7.90
10.	Deshabhimani (Malayalam) Calicut and Cochin	48,175	45,973	95.42
TOTAL		4,21,979	3,37,552	79.99

SMALL

1	2	3	4	5
1.	Andhra Bhoomi (Telugu), Secunderabad	14,132	14,060	99.49
2.	Economic Times (English), Calcutta	12,900	8,038	62.31
3.	Hindustan (Sindhi), Bombay	12,455	8,967	71.99
4.	Ranchi Express (Hindi), Ranchi	14,465	14,458	99.95
5.	Siasat Jadid (Urdu), Kanpur	9,274	9,002	97.06
6.	Matribhoomi (Marathi), Akola and Amaravati	11,576	11,573	99.97
TOTAL		74,802	66,098	88.36

Source :— A. B. C. Certificates—1st July to 31st December, 1980.

APPENDIX-II 4

GROWTH IN THE NUMBER AND CIRCULATION OF NEWSPAPERS SINCE 1952

Year	Total Number of				No. for which circulation data are available				Circulation (in '000)			
	Dailies	Week-lies	Other periodicals	All Newspapers	Dailies	Week-lies	Other periodicals	All Newspapers	Dailies	Week-lies	Other periodicals	All Newspapers
1	2	3	4	5	6	7	8	9	10	11	12	13
1952	330	1,189	3,250	4,769	330	2,525
1956	269	783	1,998	3,050	269	783	1,998	3,050	2,908	3,020	5,024	10,952
1960	495	1,769	4,171	6,435	400	4,657	5,318	5,276	8,506	19,100
1965	574	2,141	5,191	7,906	484	N.A.	N.A.	5,972	6,813	7,199	10,657	24,669
1970	755	3,162	7,119	11,036	520	1,791	4,172	6,483	8,422	8,424	12,457	29,303
1975	905	3,628	7,890	12,423	667	2,243	5,004	7,914	9,497	9,380	14,945	33,822
1979	1,173	5,023	10,972	17,168	690	2,207	5,155	8,052	13,229	12,924	20,296	46,449

Source :—(1) Report of the First Press Commission;

(2) Annual Report of the Press Registrar.

N.A.—Not available

CONSUMPTION OF NEWSPRINT PER 1000 INHABITANTS IN DIFFERENT COUNTRIES

(In Kilograms)

Sl. No.	Name of country	1965	1970	1977	1978
1	2	3	4	5	6
1.	India	240	334	346	328
2.	Bangladesh	578	532	313	242
3.	Burma	..	573	363	355
4.	China	485	741	1,440	1,494
5.	Indonesia	164	365	391	613
6.	Japan	12,019	18,908	20,354	21,290
7.	Malaysia	..	3,650	4,725	4,959
8.	Pakistan	..	8	69	..
9.	Sri Lanka	1,111	1,462	659	646
10.	Thailand	845	1,016	1,652	1,840
11.	Australia	33,257	35,851	37,653	33,030
12.	Canada	24,471	30,802	38,079	40,132
13.	Federal Republic of Germany	12,413	17,745	19,370	19,039
14.	Hungary	3,703	5,185	5,596	5,918
15.	Sweden	32,221	42,696	31,696	7,422
16.	United Kingdom	25,142	27,774	22,807	23,763
17.	U.S.A.	39,306	43,557	41,653	45,430
18.	U.S.S.R.	2,867	3,823	4,256	4,391

Source:—UNESCO Statistical Year Book, 1980.

CIRCULATION OF NEWSPAPERS PER THOUSAND OF THE COUNTRY'S POPULATION : 1952—1979

Year	Population (in lakhs)	Circulation of newspapers (in thousands)				Circulation per 1000 persons			
		Dailies	Weeklies	Other Periodicals	All newspapers	Dailies	Weeklies	Other periodicals	All newspapers
1	2	3	4	5	6	7	8	9	10
1952	3,765.7	2,525	N.A.	N.A.	N.A.	6.7	N.A.	N.A.	N.A.
1960	4,392.3	5,318	5,276	8,506	19,100	12.1	12.0	19.4	43.5
1965	4,935.1	6,813	7,199	10,657	24,669	13.8	14.6	21.6	50.0
1970	5,481.6	8,422	8,424	12,457	29,303	15.4	15.4	22.7	53.5
1975	6,158.8	9,497	9,380	14,945	33,822	15.4	15.2	24.3	54.9
1979	6,702.2	13,229	12,924	20,296	46,449	19.7	19.3	30.3	69.3

Source :—1. Population : Census figures of 1961 and 1971 population have been used for the years 1960 and 1970 whereas for 1952, 1965, 1975 and 1979, estimated population figures for 1953, 1966, 1976 and 1980 respectively have been used, since the census figures are as of 1st March and cover the greater part of the previous calendar year.

2. Circulation of newspapers: Report of the First Press Commission, and Annual Reports of the Press Registrar.

CIRCULATION OF DAILIES, WEEKLIES AND OTHER PERIODICALS AND AVAILABILITY PER 1000 LITERATE POPULATION : 1960-1979

	Literate population (in lakhs)			Circulation (in thousands)			Circulation per thousand literate population		
	1961	1971	1980	1960	1970	1979	1960	1970	1979
1. Literate population	1,055.3	1,614.1	2,303.3						
2. Newspapers									
(i) Dailies	5,318	8,422	13,229	50.40	52.20	57.40
(ii) Weeklies	5,276	8,424	12,924	50.00	52.20	56.10
(iii) Other Periodicals	8,506	12,457	20,292	80.60	77.20	88.10

Source: 1. Population — Census figures for 1961 and 1971 and estimated number of literates for 1980
 2. Circulation of dailies, weeklies and other periodicals — Annual reports of the Press Registrar.

COMPARATIVE GROWTH IN THE CIRCULATION OF NEWSPAPERS AND IN THE NUMBER OF LICENSED RADIO AND TV SETS SINCE 1960

S. No.	Year	Circulation (in thousands)		Per cent increase		Radio Sets		TV Sets	
		Dailies	Periodicals	in circulation over the previous year.		No. of licences as on 31st December	Increase in percentage over the previous year	No. of licences as on 31st December	Increase in Percentage over the previous year
				Dailies	Periodicals				
1	2	3	4	5	6	7	8	9	10
1. 1960		5,318	13,782	21,42,754
2. 1961		5,334	15,920	0.30	15.51	25,98,608	21.3
3. 1962		5,931	17,289	11.12	8.60	30,70,018	18.1
4. 1963		5,830	17,666	(-)-1.70	2.18	37,36,688	21.7
5. 1964		6,170	18,043	5.83	2.13	43,15,242	15.5
6. 1965		6,813	17,856	10.42	(-)-1.04	53,99,918	25.1
7. 1966		6,752	18,484	(-)-0.90	3.51	64,83,896	20.1	4,170	..
8. 1967		7,136	18,687	5.69	1.10	75,79,488	16.9	6,184	48.3
9. 1968		7,414	19,120	3.90	2.32	92,82,349	22.5	7,765	25.6
10. 1969		7,790	19,174	5.07	0.28	1,05,08,112	13.2	12,303	58.4
11. 1970		8,422	20,881	8.11	8.90	1,17,46,602	11.8	24,833	101.8
12. 1971		9,200	20,419	9.24	(-)-2.21	1,27,72,297	8.7	44,055	77.4
13. 1972		9,003	23,034	(-)-2.14	12.81	1,28,94,535	1.0	84,114	90.9
14. 1973		9,543	25,727	6.00	1.69	1,40,33,919	8.8	1,63,446	94.3
15. 1974		9,350	23,742	(-)-2.02	(-)-7.72	1,48,48,097	5.8	2,75,424	68.5
16. 1975		9,497	24,325	1.57	2.46	1,67,72,943	13.0	4,55,430	65.4
17. 1976		9,461	24,614	(-)-0.38	11.19	1,73,59,710	3.5	4,79,026	5.2
18. 1977		10,814	26,623	14.30	8.16	2,00,96,453	15.8	6,76,615	41.2
19. 1978		11,384	29,466	5.27	10.68	1,96,11,644	(-)-2.4	8,99,123	32.9
20. 1979		13,229	33,220	16.21	12.74	2,06,74,113	5.4	11,51,311	28.0

Sources : 1. Circulation of dailies and periodicals — Annual reports of the Press Registrar
 2. Number of Radio and Television Sets — Audience Research Bureau, All India Radio

LANGUAGE-WISE CIRCULATION OF DAILY NEWSPAPERS PER 1,000 OF THE LINGUISTIC POPULATION : 1952-1979

Sl. No.	Language	Number of language speaking person (in lakhs)				Circulation (in thousands)				Circulation per 1,000 language speaking person			
		1953	1961	1971	1980	1952	1960	1970	1979	1952	1960	1970	1979
1.	Malayalam	140	170	219	266	196	528	952	1273	14.0	31.1	43.5	47.9
2.	Gujarati	170	203	259	317	187	369	731	1055	11.0	18.2	28.2	33.3
3.	Marathi	282	333	418	511	191	456	832	1252	6.8	13.7	19.9	24.5
4.	Tamil	277	306	377	461	168	568	831	820	6.11	18.6	22.0	17.8
5.	Urdu	142	233	286	350	213	338	376	566	15.0	14.5	13.1	16.2
6.	Bengali	262	339	448	548	240	225	494	836	9.2	6.6	11.0	15.2
7.	Kannada	151	174	217	265	72	173	281	395	4.8	9.9	12.9	14.9
8.	Punjabi	8	110	141	172	23	60	39	218	28.8	5.5	2.8	12.7
9.	Hindi	1358	1334	2085	2550	379	819	1355	3048	2.8	6.1	6.5	12.9
10.	Sindhi	17	21	25	19	14.7	9.0
11.	Telugu	344	377	148	548	98	170	216	485	2.8	4.5	4.8	8.9
12.	Assamese	52	68	90	110	3	5	31	69	0.6	0.7	3.4	6.3
13.	Oriya	138	157	199	243	43	49	112	131	3.1	3.1	5.6	5.4
14.	Kashmiri	..	19	25	31
15.	English	697	1176	2090	2973

Note : Languages other than English have been arranged in accordance with circulation of dailies per 1,000 of the linguistic population.

Source : 1. Population-Census figures of 1961 and 1971 population have been used for the years 1960 and 1970 whereas for 1952 and 1979, estimated population figures for 1953 and 1980 respectively have been used, since the Census and estimated figures are as of 1st March and cover the greater part of the previous calendar year.

2. Circulation of dailies — Report of the 1st Press Commission and annual reports of the Press Registrar.

LANGUAGE-WISE CIRCULATION OF DAILIES, WEEKLIES AND OTHER PERIODICALS PER THOUSAND OF THE ESTIMATED LITERATE POPULATION : 1960-1979

Sl. No.	Languages	Literate population (000)			Dailies					
		1961	1971	1980	Circulation (in thousands)			Circulation per 1000 literates		
					1960	1970	1979	1960	1970	1979
1.	Hindi	23,793	31,763	73,142	818	1,355	3,048	33.96	42.65	41.67
2.	Assamese	2,039	2,634	3,207	5	31	69	2.45	11.6	21.51
3.	Bengali	9,679	14,422	21,125	227	494	836	23.45	34.25	39.57
4.	Gujarati	6,828	9,281	13,401	370	731	1,055	54.20	78.76	78.72
5.	Kannada	4,070	6,990	9,273	173	281	397	38.70	40.24	42.81
6.	Kashmiri	103	471	579
7.	Malayalam	7,787	12,818	17,203	528	952	1,273	67.81	74.27	73.90
8.	Marathi	9,590	16,043	22,638	460	832	1,252	47.96	51.86	55.18
9.	Oriya	3,383	5,173	7,877	49	112	131	14.48	21.65	16.63
10.	Punjabi	2,615	4,665	7,057	60	39	218	22.95	8.36	30.89
11.	Sindhi	234	536	880	—	25	19	—	46.64	21.59
12.	Tamil	9,463	14,835	21,099	568	831	820	66.03	56.01	38.86
13.	Telugu	8,482	11,851	16,140	170	216	485	20.04	18.22	30.04
14.	Urdu	5,027	7,547	10,819	338	376	566	67.24	49.82	52.31

Sl. Language No.	Weeklies					
	Circulation (In thousands)			Circulation per 1000 literates		
	1960	1970	1979	1960	1970	1979
1. Hindi	1,099	1,802	3,327	46.19	56.73	45.48
2. Assamese	41	66	73	20.11	25.06	22.76
3. Bengali	246	345	685	24.41	23.92	32.42
4. Gujarati	331	429	654	48.48	46.22	48.80
5. Kannada	198	277	460	44.29	39.67	49.60
6. Kashmiri	—	—	—	—	—	—
7. Malayalam	311	738	1,366	39.94	57.57	79.40
8. Marathi	335	394	475	34.93	24.55	20.93
9. Oriya	10	29	20	2.95	5.60	2.53
10. Punjabi	57	168	328	21.80	36.01	46.47
11. Sindhi	—	64	45	—	119.40	51.13
12. Tamil	1,010	1,355	2,166	106.74	91.33	102.65
13. Telugu	214	388	494	25.23	32.73	30.60
14. Urdu	320	530	772	63.66	70.22	61.35

Sl. Language No.	Other Periodicals					
	Circulation (In thousands)			Circulation per 1000 literates		
	1960	1970	1979	1960	1970	1979
1. Hindi	1,824	2,695	5,033	76.66	84.84	68.81
2. Assamese	21	9	30	10.30	3.41	9.35
3. Bengali	565	549	1,302	58.37	38.06	61.63
4. Gujarati	474	764	868	69.42	82.31	64.77
5. Kannada	141	286	671	31.54	40.91	72.36
6. Kashmiri
7. Malayalam	364	605	1,368	46.74	47.19	79.52
8. Marathi	466	694	808	48.59	43.25	35.61
9. Oriya	82	83	169	24.24	16.04	21.45
10. Punjabi	113	162	208	43.22	34.72	29.47
11. Sindhi	40	20	..	74.62	22.72
12. Tamil	1,165	1,197	1,830	123.11	80.68	86.73
13. Telugu	287	453	809	33.84	38.22	50.12
14. Urdu	509	549	578	101.26	72.74	53.42

Source —1. Population —Estimated on the basis of the Census records on linguistic population and literacy rates in each State.
 2. Circulation —Annual Reports of the Press Registrar.

CIRCULATION OF SELECTED DAILIES— BIG, MEDIUM AND SMALL—AT THE PLACE OF PUBLICATION— 1979

BIG

S. No.	Name	Total Circulation	Circulation at the place of publication.	Percentage
1	2	3	4	5
1.	Ananda Bazar Patrika (Bengali), Calcutta	4,17,091	2,11,634	50.74
2.	Navbharat Times, (Hindi), Delhi	3,14,062	1,43,663	45.74
3.	Jugantar (Bengali), Calcutta.	3,02,276	1,55,472	51.43
4.	Hindustan Times (English), Delhi	2,82,606	1,53,402	54.28
5.	Lok Satta (Marathi), Bombay	2,49,021	1,70,145	68.33
6.	Times of India (English), Bombay	2,40,039	1,83,546	76.47
7.	Malayala Manorama (Malayalam), Kottayam.	2,23,023*	16,592	7.44
8.	Statesman (English), Calcutta	2,07,021*	1,02,652	49.59
9.	Hindustan (Hindi), Delhi	2,08,166	43,357	20.83
10.	Times of India (English), Delhi.	1,74,102	57,667	33.12
11.	Total	26,17,407	12,38,130	47.30

MEDIUM

II. 11

1	2	3	4	5
1.	Pioneer (English), Lucknow.	49,608	26,587	53.59
2.	Free Press Journal (English), Bombay	49,040	36,521	74.47
3.	Indian Express (English), Madras	47,863*	26,363	55.08
4.	Hindu (English), Coimbatore	43,611*	9,783	20.55
5.	Times of India (English), Ahmedabad	46,978	19,292	41.07
6.	Sunmarg (Hindi), Calcutta	45,800	34,845	76.08
7.	Dinamalar (Tamil), Tirunelveli	45,703*	3,506	7.67
8.	Deccan Chronicle (English), Secunderabad	42,437	37,004	87.20
9.	Mulubai Sakal (Marathi), Bombay	42,025*	23,009	54.74
10.	Statesman (English), New Delhi.	41,338*	22,149	53.58
11.	Total	4,58,403	2,39,059	52.15

SMALL

1	2	3	4	5
1.	Andhra Bhoomi (Telugu) Secunderabad	14,562	6,249	42.91
2.	Daily Thanthi (Tamil), Salem	13,796*	3,660	26.53
3.	Economic Times (English), Calcutta	12,432	6,653	53.52
4.	Hindustan (Sindhi), Bombay	12,274	3,977	32.40
5.	Ranchi Express (Hindi), Ranchi.	11,895	8,275	69.57
6.	Siasat Jadid (Urdu), Kanpur	11,571	5,015	43.34
7.	Naveen Dunia (Hindi), Jabalpur	8,092	3,983	49.22
8.	Total	84,622	37,812	44.68
Grand Total		31,60,432	15,15,001	47.94

Source:—A B C certificates - January to December, 1979.

[Total circulation of dailies with (*) taken from Press in India, 1980 since ABC certificates did not indicate edition-wise circulation].

INCREASE IN THE NUMBER AND CIRCULATION OF DAILIES SINCE 1952

Year	No. of dailies	Increase in per cent over 1952	Circulation of dailies (in thousands)	Increase in circulation over 1952 (in per cent)
1952	330	..	2525	..
1960	495	50.0	5318	110.6
1965	574	73.9	6813	169.8
1970	755	128.8	8422	233.5
1975	905	174.2	9497	276.1
1979	1173	255.5	13229	423.9

Source:--Report of the First Press Commission and annual reports of the Press Registrar.

LANGUAGEWISE PATTERN OF NUMBER AND CIRCULATION OF DAILIES : 1952--1979

Lab Language	No. of dailies			No. of dailies which Supp- lied circulation data to RNI				Circulation of dailies (in lakhs)				Circulation as percent of total circulation of dailies			
	1952	1960	1970	1979	1960	1970	1979	1952	1960	1970	1979	1952	1960	1970	1979
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Hindi	76	122	213	359	86	132	192	3.78	8.18	13.55	30.48	15.0	15.4	16.1	23.0
English	41	53	82	105	49	65	77	6.97	14.19	20.90	29.73	27.6	26.7	24.8	22.5
Malayalam	21	30	53	94	29	32	50	1.96	5.28	9.52	12.73	7.8	9.9	11.3	9.6
Marathi	26	45	73	123	32	30	80	1.91	4.50	8.32	12.52	7.6	8.6	9.9	9.5
Gujarati	23	35	50	31	31	36	30	1.87	3.70	7.31	10.55	7.4	7.0	8.7	8.0
Bengali	7	11	17	39	10	12	24	2.40	2.27	4.94	8.36	9.5	4.3	5.9	6.3
Tamil	12	28	47	78	26	34	39	1.68	5.68	8.31	8.20	6.6	10.7	9.9	6.2
Urdu	70	72	100	120	63	69	76	2.13	3.38	3.76	5.66	8.4	6.4	4.4	4.3
Telugu	6	14	15	30	13	12	21	0.98	1.70	2.16	4.85	3.9	3.2	2.6	3.7
Kannada	25	32	38	70	25	29	39	0.72	1.73	2.81	3.97	2.8	3.2	3.3	3.0
Punjabi	9	13	14	23	12	7	14	0.23	0.60	3.39	2.18	0.9	1.1	0.5	1.7
Assamese	1	1	3	4	1	3	4	0.03	0.05	0.31	0.69	0.1	0.1	0.4	0.5
Sindhi	4	4	..	4	3	@	..	0.25	0.19	0.3	0.1
Sanskrit	1	2	..	1	2	@	..	0.02	0.02	neg	neg
Other languages	10	34	40	71	19	21	33	0.15	1.32	0.55	0.85	0.6	2.5	1.6	0.6
All languages	330	495	755	1173	400	520	690	25.25	53.18	84.22	132.29	100.0	100.0	100.0	100.0

Note:-- The languages have been arranged according to their circulation in 1979.

Source: Report of the First Press Commission and annual reports of the Press Registrar.

LANGUAGEWISE NUMBER OF DAILIES WITH A CIRCULATION OF 1,00,000 AND ABOVE : 1960--1979

Language	1960	1965	1970	1975	1979
Hindi	..	1	2	2	5
English	2	5	6	7	10
Malayalam	..	2	4	4	5
Marathi	..	1	3	2	3
Gujarati	3	3
Bengali	..	2	2	2	2
Tamil	..	1	2	1	1
Kannada	1	1
Total	2	12	19	22	30

Note : In the case of multi-edition dailies each edition has been taken as a separate unit.

Source: Annual reports of the Press Registrar.

LANGUAGEWISE BREAK UP OF CIRCULATION OF DAILY NEWSPAPERS COVERED BY ABC CERTIFICATES

	No. of Dailies	Combined Circulation	Per cent of total circula- tion in all langua- ges
1. English	17	23,88,347	27.08
2. Hindi	16	14,05,311	15.93
3. Bengali	2	7,28,057	8.25
4. Gujarati	11	8,27,702	9.39
5. Kannada	4	3,65,346	4.14
6. Malayalam	6	10,81,112	12.26
7. Marathi	10	7,40,136	8.39
8 Oriya	1	80,804	0.92
9. Punjabi	3	1,18,754	1.35
10. Tamil	3	5,32,899	6.04
11. Telugu	5	4,09,222	4.64
12. Urdu	5	1,41,846	1.61
Total ,	83	99,19,537	100.00

Source : ABC certificates, January—June, 1981

GROWTH OF BIG, MEDIUM AND SMALL DAILIES : 1952—1979

Year	Number of dailies				Circulation of dailies (in thousands)				Share in Total circulation of dailies (in percentage)		
	Big	Medium	Small	Total	Big	Medium	Small	Total	Big	Medium	Small
1	2	3	4	5	6	7	8	9	10	11	12
1952	6	35	289	330	431 (71.8)	905 (25.9)	1189 (4.1)	2525 (7.95)	17.1	35.8	47.1
1960	19	50	331	440	1490 (78.4)	1105 (22.1)	2723 (8.2)	5318 (13.3)	28.0	20.8	51.2
1965	35	111	338	484	3204 (91.5)	2342 (21.1)	1267 (3.8)	6813 (14.1)	47.0	34.4	18.6
1970	41	91	388	420	4211 (102.7)	2478 (27.2)	1733 (4.5)	8422 (16.2)	50.0	29.4	20.6
1975	42	96	429	667	4628 (110.2)	2644 (27.5)	2225 (4.2)	9497 (14.2)	48.7	27.8	23.5
1979	61	115	514	690	7489 (122.8)	3227 (28.1)	2513 (4.9)	13229 (19.2)	56.6	24.4	19.0

Note : Figures within brackets indicate average circulation.

Source : Report of the First Press Commission and annual reports of the Press Registrar.

TECHNO- ECONOMIC SURVEY OF SMALL AND MEDIUM NEWSPAPERS

A survey of small and medium newspapers carried out by the Commission's secretariat during 1981 with the co-operation of the All-India Small and Medium Newspapers association brought out the financial straits in which several such newspapers find themselves, and their need for assistance in acquiring printing machinery. The survey covers 2,690 newspapers (including 150 dailies; which responded to a questionnaire that had been sent to 16,988 small and medium newspapers. This works out to a response rate of 15.83 per cent is very satisfactory for a mail questionnaire. In addition to the information secured through the completed questionnaires, an unexpected finding was that 0,160 of the newspapers that were addressed had apparently ceased to exist, since the envelopes were returned to the Press Commission undelivered. Twenty other newspapers wrote back to say that they had ceased publication.

DAILIES

Revenue from sales and advertising

Of the 110 dailies which gave information on their net revenue from sales, six said they were incurring a loss on account of sale of copies while in the case of 39 dailies the receipts from this source were less than Rs. 15,00 in a year or about Rs. 1,250 a month. The position regarding revenue from advertisements is no better. Of the 112 dailies which responded to this question, 10 were having no income at all from advertisements. Forty-eight had a net revenue from advertisements of less than Rs. 15,000 a year or Rs. 1,250 a month.

Sources of advertising revenue

The Central and State Governments, public sector undertakings and autonomous bodies were indicated as the main sources of advertisements for small and medium dailies. They were asked in the survey to identify the three main sources of advertisements. Eighty-eight dailies indicated State Governments; 24 the Central Government, 25, public sector undertakings; six, local government authorities and 29, the courts as one of three these main sources of advertisements.

The low pulling power of the small and medium newspapers vis-a-vis private commercial undertakings, as compared to Governments and the public sector, is indicated by the fact that only 30 dailies cited private sector undertakings as among their main sources of advertisements. Forty-three dailies indicated cinema advertisements among their main sources of advertisement revenue.

Type of paper utilised

About one-sixth (21) of the dailies which gave information on the type of paper used by them said they were using white printing paper. Almost an equal number (22) were using both newsprint and white printing paper. Eighty four of the 127 dailies which answered this question were using only newsprint.

There were five dailies in the circulation range of 2,001—5,000 which were using only white printing paper. An equal number in the circulation range of 5,001-15,000 were also using only white printing paper. As white printing paper is costlier than newsprint, this suggests that the claimed circulation in at least some of these cases may be exaggerated.

Growth in the seventies

Most dailies covered in the survey started publication during the period 1970—80, of the 123 dailies which gave information of their year of establishment, 72 started publication during this decade.

Printing

Forty out of the 116 dailies which responded to the question on printing and other equipment stated that they were printed in other presses, while one daily was cyclostyled. Seventy-five dailies had their own printing presses.

Only 48 dailies supplied information of their processes of composing. Ten of them relied on hand-composing, the rest were machine-composed including two which used photo-composition.

Thirty-seven dailies gave information on their printing process. Of these 37 used treadle/platen machines; 17 used cylinder presses; two were printed on sheet-fed offset, five on web-offset and six on web-fed letterpress rotary.

Seventy-seven dailies stated that they require more printing machines of different varieties; sheet-fed offset, web-offset, letterpress rotary, treadle/platen and cylinder machines. Regarding job work done by presses owned by dailies, out of 59 dailies who replied to this question, 20 dailies had some income from this source.

PERIODICALS

Sources of income

The income from sales and advertisements of the periodicals covered in the survey is lower than that of dailies. About one-seventh (323) of the 2,118 periodicals which responded to the question on their net revenue from sales, had no receipts from this source. In the case of 41 periodicals, there was loss on account of sale of copies. Apart from these, the revenue of 0,384 periodicals from sale of copies was less than Rs. 15,000 a year or about Rs. 0,250 a month. The revenue from advertisements was also indicated to be equally low. About one-fourth (505) of the 2,052 periodicals which gave information of their net revenue from advertisements had no receipts from this source. Another two-thirds of the periodical (1,366) secured revenue from advertisements of only upto 15,000 a year or about Rs. 0,250 a month.

As in the case on dailies, the main sources of advertisement revenue for periodicals were indicated to be the Central and State Governments, public sector and autonomous bodies. For example, in the case of weeklies, 463 indicated the State Governments; 176, the Central Government; 61, public sector undertakings; 54, local government authorities; and 142, the courts as one of their three main sources of advertisements. Only in the case of 138 weeklies were private commercial undertakings one of the main sources of advertising revenue. Ninety-eight weeklies indicated cinema advertisements to be one of their main sources of advertisement revenue.

More reliance on white printing paper

Compared to dailies, the reliance of periodicals on white printing paper is much more pronounced. Of the 2,437 periodicals which responded to the question on the type of paper used

by them, 1,095 were completely dependent on white printing paper. Another 367 periodicals were using both newsprint and white printing paper. The number of periodicals using only newsprint was less than 1,000

Year of establishment

As in the case of dailies, the period 1971-80 saw the coming into being of most of the periodicals covered in the survey. About 60 per cent (1,371) of the 2,351 periodicals which responded to this question had started publication during this decade.

Printing facilities

About four-fifths (1,915) of the 2,372 periodicals which gave information on the printing facilities available to them,

were printed in other presses. Only 457 periodicals had their own printing presses. Most of the periodicals were printed on treadle/platen machines. Of the 490 periodicals which gave information on the type of machines on which they were printed, 299 were using treadle/platen machines. Forty-two were using cylinder machines, while five were printed on sheet-fed offset, four on web-offset and two on letterpress rotary machines. The pattern of income from job work was almost the same as in the case of dailies. Of the 764 periodicals which gave information on this, 317 had some income from job work.

Tables giving the findings of the survey in detail are given in the Annexure.

SURVEY OF SMALL AND MEDIUM NEWSPAPERS

TABLE 1—NUMBER OF REPLIES RECEIVED (As on 31-12-1981)

Language	Dailies with circulation						All dailies	Weeklies	Fortnightlies	Monthlies	Other periodicals	Total
	1000 or less	1001-2000	2000-5000	5001-15000	15001-25000	25001-50000						
1	2	3	4	5	6	7	8	9	10	11	12	13
English	3	3	6	27	17	149	141	340
Hindi	1	12	15	20	..	1	49	430	135	171	39	824
Assamese	3	..	2	..	5
Bengali	4	3	1	8	79	47	71	59	264
Gujarati	1	2	1	4	31	15	44	8	102
Kannada	11	1	12	30	17	44	10	113
Malayalam	1	2	5	5	..	1	14	10	10	62	6	102
Marathi	8	10	3	1	..	22	76	8	50	18	174
Oriya	1	1	12	4	28	6	51
Punjabi	1	..	1	2	27	6	18	2	55
Sanskrit	1	1	2	3	2	1	9
Sindhi	1	1	3	..	3	1	8
Tamil	1	..	1	2	14	15	62	6	99
Telugu	1	1	1	3	22	17	44	5	91
Urdu	1	2	2	6	..	1	12	71	23	25	5	136
Bilingual	3	1	2	6	65	18	103	41	233
Multilingual	1	1	4	4	18	7	34
Others	1	3	2	6	9	5	17	13	50
Total	8	37	52	48	1	4	150	915	344	913	368	269

TABLE 2—NUMBER OF NEWSPAPERS IN DIFFERENT CIRCULATION RANGES

	1000 or less	1001 or 2000	2001 to 5000	5001 to 15000	15001 to 25000	25001 to 50000	Total
Dailies	8	37	52	48	1	4	150
Weeklies	185	384	196	88	6	..	859
Fortnightlies	101	121	71	26	3	1	323
Monthlies	315	290	170	82	8	10	875
Others	200	98	38	8	1	1	346
Total	809	930	527	252	19	16	2553

TABLE 3—YEAR OF ESTABLISHMENT

	Before 1947	1947 to 1960	1961 to 1970	1971 to 1980	After 1980	Total
Dailies with circulation :						
(i) 1000 or less	1	7	..	8
(ii) 1001 to 2000	1	4	5	17	1	28
(iii) 2001 to 5000	5	7	27	..	39
(iv) 5001 to 15000	2	15	4	20	2	43
(v) 15001 to 25000	1	1
(vi) 25001 to 50000	1	2	..	1	..	4
All dailies	5	26	17	72	3	123
Weeklies	51	89	255	440	7	842
Fortnightlies	7	36	49	221	4	317
Monthlies	64	104	187	486	9	850
Others	15	36	63	224	3	341
Total	142	291	571	1443	26	2473

TABLE 4—PRICE PER COPY

	Dailies						Other Periodicals				Free	Total
	Free	10P. or less	11P. to 20P.	21P. to 30P.	31P. to 40P.	above 40P.	25P. or less	26P. to 50P.	51P. to Re.1	Above Re. 1		
Dailies with circulation :												
(i) 1000 or less	6	2	8
(ii) 1001 to 2000	5	14	9	..	1	29
(iii) 2001 to 5000	6	20	12	2	2	42
(iv) 5001 to 15000	3	12	17	8	5	45
(v) 15001 to 25000	1	1
(vi) 25001 to 50000	3	1	4
All dailies	14	52	41	13	9	129
Weeklies	491	356	73	18	2	940
Fortnightlies	105	153	54	17	2	331
Monthlies	50	165	306	306	70	897
Others	8	21	74	218	34	355
Total							654	695	507	559	108	2652

TABLE 5—NUMBER OF PAGES

	4 or less	5 to 8	9 to 16	above 16	Total
Dailies with circulation :					
(i) 1000 to less	6	1	7
(ii) 1001 to 2000	28	2
(iii) 2001 to 5000	38	4	4
(iv) 5001 to 15000	29	15	44
(v) 15001 to 25000	1	1
(vi) 25001 to 50000	3	1	..	4
All dailies	102	23	1	..	126
Weeklies	508	316	45	12	881
Fortnightlies	136	135	28	36	335
Monthlies	86	107	130	561	884
Others	6	14	18	313	351
Total	838	595	222	922	2577

TABLE 6—SIZE OF PAGES

	About 60 cm. X 40 cm.	About 40 cm. X 30 cm.	About 30 cm. X 20 cm.	less than 30 cm. X 20 cm.	Total
Dailies with circulation :					
(i) 1000 or less	1	2	2	2	7
(ii) 1001 to 2000	5	11	8	5	29
(iii) 2001 to 5000	17	17	7	2	43
(iv) 5001 to 15000	23	13	7	1	44
(v) 15001 to 25000	1	1
(vi) 25001 to 50000	1	1	2
All dailies	48	44	24	10	126
Weeklies	61	302	316	180	859
Fortnightlies	48	80	114	75	317
Monthlies	71	76	274	418	839
Others	29	20	86	194	329
Total	257	522	814	877	2470

TABLE 7—TYPE OF PAPER USED AND THE PRESS WHERE THE NEWSPAPER IS PRINTED

	Type of paper used				Printed in			
	News- print	White printing paper	Both	Total	Own Press	Another Press	Cyclo- styled	Total
Dailies with circulation :								
(i) 1000 or less	1	3	2	6	4	1	1	6
(ii) 1001 to 2000	15	8	7	30	9	17	..	26
(iii) 2001 to 5000	27	5	9	41	30	5	..	35
(iv) 5001 to 15000	36	5	4	45	29	16	..	45
(v) 15001 to 25000	1	1	1	1
(vi) 25001 to 50000	4	4	2	1	..	3
All dailies	84	21	22	127	75	40	1	116
Weeklies	448	247	182	877	260	596	..	856
Fortnightlies	152	112	57	321	49	271	1	321
Monthlies	326	455	92	873	128	712	..	840
Others	49	281	35	365	23	336	..	356
Total	1059	1116	389	2564	532	1955	2	2489

TABLE 8(i)—AVAILABLE MACHINERY AND EQUIPMENT COMPOSITION

	Calli- graphy	Hand compo- sing	Mono	Line	Photo- compo- sing	Others	Types
Dailies with circulation :							
(i) 1000 or less	2	1	2
(ii) 1001 to 2000	1	5
(iii) 2001 to 5000	5	2	6
(iv) 5001 to 15000	2	1	2	2	6	8
(v) 15001 to 25000	1
(vi) 25001 to 50000	1	1	..
All dailies	10	3	2	2	10	21
Weeklies	67	4	..	1	23	191
Fortnightlies	9	4	8	41
Monthlies	2	25	2	3	1	28	44
Others	2	..	1	..	3	2
Total	2	113	9	6	8	72	299

TABLE 8(ii)—AVAILABLE MACHINERY AND EQUIPMENT : PRINTING

	Treadle/platen		Stop Cylinder		Cylinder		Litho	Sheet fed offset	Web offset	Web fed rotary	Yes but not specified
	Ordinary	Automatic	Ordinary	Automatic	Ordinary	Automatic					
Dailies with circulation :											
(i) 1000 or less	3	3
(ii) 1001 to 2000	10	1
(iii) 2001 to 5000	13	..	1	..	6	1	1	2
(iv) 5001 to 15000	10	..	1	..	11	..	2	2	4	2	2
(v) 15001 to 25000	1	..
(vi) 25001 to 50000	2	..
All dailies	36	1	2	..	17	..	2	2	5	6	7
Weeklies	177	9	4	..	15	1	8	1	1	..	76
Fortnightlies	27	1	3	..	1	1	7
Monthlies	87	7	3	1	16	3	1	4	2	..	16
Others	8	1	4	1	1	3
Total	335	18	9	2	55	4	12	7	9	8	109

TABLE 8(iii)—AVAILABLE MACHINERY AND EQUIPMENT : BINDING AND FINISHING EQUIPMENT

	Plate-making & Processing	Folding machines	Cutting machines	Stitching machines	Addressograph	Franking machines	Packaging machines	Others
Dailies with circulation :								
(i) 1000 or less	2	3
(ii) 1001 to 2000	3	7	4
(iii) 2001 to 5000	6	1	12
(iv) 5001 to 15000	1	..	2	2	8
(v) 15001 to 25000
(vi) 25001 to 50000
All dailies	1	..	13	3	7	27
Weeklies	1	1	98	19	4	91
Fortnightlies	21	5	..	2	1	29
Monthlies	2	2	60	23	2	42
Others	..	2	4	2	5
Total	4	3	196	52	..	2	14	194

TABLE 9—CAPACITY UTILISED FOR PRINTING NEWSPAPER AND FOR JOBWORK

	Printing Newspaper					Jobwork				
	Full	75% to 99%	50% to 74%	25% to 49%	below 25%	Full	75% to 99%	50% to 74%	25% to 49%	below 25%
Dailies with circulation :										
(i) 1000 or less	3	1	1
(ii) 1001 to 2000	2	3	3	1	4	1
(iii) 2001 to 5000	10	5	4	1	2	4	3
(iv) 5001 to 15000	11	2	5	1	4	2	2
(v) 15001 to 25000
(vi) 25001 to 50000	2	..	1	1
All dailies	28	11	13	2	..	1	..	8	10	7
Weeklies	60	49	69	23	15	2	17	58	38	36
Fortnightlies	4	3	9	12	5	..	3	18	2	3
Monthlies	13	18	16	11	8	..	10	20	14	9
Others	6	..	2	1	1	..	3	1	1	..
Total	113	71	109	49	29	3	33	105	65	55

TABLE 10(i)—REQUIREMENT OF FURTHER MACHINERY & EQUIPMENT COMPOSITION

	Cali- graphy	Hand compo- sition	Mono	Lino	Photo- compo- sition	Others	Types
Dailies with circulation :							
(i) 1000 or less	1	..	1
(ii) 1001 to 2000	1	..	1	2	4
(iii) 2001 to 5000	3	1	2	6	4
(iv) 5001 to 15000	1	2	4	5	8
(v) 15001 to 25000
(vi) 25001 to 50000	1
All dailies	1	5	4	8	13	16
Weeklies	65	8	2	16	44	129
Fortnightlies	5	1	..	4	18	36
Monthlies	4	24	5	2	9	30	43
Others	2	5	3	9
Total	6	100	19	8	37	108	233

TABLE 10(ii)—REQUIREMENT OF FURTHER MACHINERY : PRINTING MACHINES

	Treadle/Platen		Stop Cylinder		Cylinder		Litho- graphy	Sheet fed off- set	Web off- set	Web rotary	Yes but not specified
	Ordi- nary	Auto- matic	Ordi- nary	Auto- matic	Ordi- nary	Auto- matic					
Dailies with circulation											
(i) 1000 or less	2	1
(ii) 1001 to 2000	6	2	3	1	2
(iii) 2001 to 5000	4	2	1	1	3	2	2	5	5
(iv) 5001 to 15000	4	2	8	2	..	1	7	7	3
(v) 15001 to 25000
(vi) 25001 to 50000	1
All dailies	14	6	1	1	16	5	..	1	10	12	11
Weeklies	83	10	3	1	64	10	9	17	19	8	242
Fortnightlies	22	2	17	2	2	6	2	1	58
Monthlies	57	8	3	..	18	8	5	18	3	4	115
Others	10	4	2	..	1	1	..	33
Total	176	30	9	2	116	25	16	42	35	25	459

TABLE 10(iii)—REQUIREMENT OF FURTHER MACHINERY : BINDING AND FINISHING EQUIPMENT

	Plate making	Folding machine	Cutting machine	Stitching machine	Addresso- graph	Franking machine	Punching machine	Others
Dailies with circulation								
(i) 1000 or less	1
(ii) 1001 to 2000	4	7
(iii) 2001 to 5000	2	8
(iv) 5001 to 15000	1	2
(v) 15001 to 25000
(vi) 25001 to 50000
All dailies	7	18
Weeklies	1	1	124	19	112
Fortnightlies	1	2	30	12	25
Monthlies	3	6	43	12	1	37
Others	5	2	6
Total	5	9	209	45	1	199

TABLE 11—INCOME FROM WORK (IN RUPEES)

	Nil	1000 or less	1001 to 5000	5001 to 15000	15001 to 25000	25001 to 50000	50001 to one lakh	Above one lakh
Dailies with circulation								
(i) 1000 or less		1	..	1	1
(ii) 1001 to 2000	5	1	3	2	..	1
(iii) 2001 to 5000	14	3	2	1	1	2	1	1
(iv) 5001 to 15000	9	..	3	2	1	1
(v) 15001 to 25000
(vi) 25001 to 50000	2	1
All dailies	30	5	8	4	2	5	2	3
Weeklies	102	21	72	62	11	10	2	1
Fortnightlies	34	4	18	11	3	..	1	1
Monthlies	180	10	28	26	13	5	2	3
Others	31	..	7	2	1	1	1	1
Total	377	40	133	105	30	31	8	9

TABLE 12—NET REVENUE FROM SALES (IN RS.)

	Loss	Nil	1000 or less	1001 to 5000	5001 to 15000	15001 to 25000	25001 to 50000	50001 to one lakh	one lakh to 5 lakhs	5 lakhs to 15 lakhs	15 lakhs & above
Dailies with circulations											
(i) 1000 or less	1	2	1
(ii) 1001 to 2000	1	1	3	5	1	5	3	3	2
(iii) 2001 to 5000	3	2	9	5	1	4	5	6	1
(iv) 5001 to 15000	1	3	..	4	2	..	5	4	11	9	..
(v) 15001 to 25000
(vi) 25001 to 50000	1	1	..	2
All dailies	6	6	12	15	6	10	16	13	15	9	2
Weeklies	14	77	94	256	191	67	42	22	16	2	..
Fortnightlies	10	40	37	104	76	17	6	5	4
Monthlies	21	144	90	200	157	51	47	24	26	3	..
Others	6	62	47	86	46	16	5	5	1
Total	47	329	280	661	476	161	116	69	62	14	2

TABLE 13—NET REVENUE FROM ADVERTISEMENTS (IN RS.)

	Nil	1000 or less	1001 to 5000	5001 to 15000	15001 to 25000	25001 to 50000	1 lakh to 5 lakhs	5 lakhs to 15 lakhs	5 lakhs to 15 lakhs	Above 15 lakhs
Dailies with circulation										
(i) 1000 or less	2	1	1	2
(ii) 1001 to 2000	3	..	5	8	1	7	2	1
(iii) 2001 to 5000	3	4	9	8	3	4	3	4
(iv) 5001 to 15000	2	..	3	7	..	4	3	7	10	1
(v) 15001 to 25000
(vi) 25001 to 50000	1	2	1
All dailies	10	5	18	25	4	15	8	13	12	2
Weeklies	124	125	332	139	34	28	12	4
Fortnightlies	60	58	102	36	6	2	1	3
Monthlies	230	135	197	86	30	17	11	7	1	..
Others	91	56	68	32	11	4	6	3
Total	515	379	717	318	85	66	38	30	13	2

TABLE 14—PRIMARY SOURCES OF ADVERTISEMENT

	Central Govt.	State Govt.	Public Sector	Local Govt.	Company/ Firms	Court	Cinema	Others
Dailies with circulation								
(i) 1000 or less		3	1	1	2	1
(ii) 1001 to 2000	2	19	2	1	7	7	8	6
(iii) 2001 to 5000	11	29	7	2	11	12	18	7
(iv) 5001 to 15000	9	33	15	2	10	9	12	6
(v) 15001 to 25000	1	1	..	1	1	..	1	1
(vi) 25001 to 50000	1	3	1	2	..
All dailies	24	88	25	6	30	29	43	21
Weeklies	176	463	61	54	138	142	98	357
Fortnightlies	26	130	28	24	57	42	37	76
Monthlies	91	194	45	46	137	29	47	215
Others	27	70	33	9	61	3	11	66
Total	344	945	192	139	423	245	236	735

TABLE 15—WHETHER HOUSED IN OWN/RENTED BUILDING AND MONTHLY RENT IF HOUSED IN A RENTED BUILDING

	Housed in		Monthly Rent (in Rs.)					
	Own	Rented	Free	100 or less	101 to 500	501 to 1000	1001 to 5000	Above 5000
Dailies with circulation								
(i) 1000 or less	1	6	..	1	3	1
(ii) 1001 to 2000	11	18	1	5	7	2	2	..
(iii) 2001 to 5000	10	29	..	4	23	2	2	..
(iv) 5001 to 15000	11	32	..	3	20	7	3	..
(v) 15001 to 25000	..	1	1
(vi) 25001 to 50000	3	1	1	1	..
All dailies	36	87	1	13	54	13	8	..
Weeklies	263	584	2	269	249	15	8	..
Fortnightlies	115	134	3	105	72	1	3	..
Monthlies	350	445	8	155	156	19	5	1
Others	147	150	..	140	136	7	2	1
Total	911	1400	14	682	667	55	26	2

TABLE 16—REQUIREMENT OF LAND : AREA AND VALUE

	Area (in sq. mts.)				Value (in Rs.)				
	100 or less	101 to 500	501 to 1000	above 1000	25000 or less	25001 to 50000	50001 to one lakh	one to five lakhs	Above 5 lakhs
Dailies in circulation									
(i) 1000 or less	3	1	1
(ii) 1001 to 2000	4	3	5	3	6	4	4	1	..
(iii) 2001 to 5000	6	9	1	6	7	8	9	4	1
(iv) 5001 to 15000	3	11	5	6	2	5	3	10	..
(v) 15061 to 25000	1	1	..
(vi) 25001 to 50000
All dailies	16	33	12	16	15	17	17	16	1
Weeklies	81	238	51	40	250	138	42	18	..
Fortnightlies	22	79	25	15	54	33	16	7	..
Monthlies	30	123	33	40	138	88	39	30	4
Others	12	144	9	6	32	19	16	9	1
Total	161	617	130	117	489	295	130	80	6

TABLE 17—REQUIREMENT OF COVERED AREA AND ESTIMATED COST OF CONSTRUCTION

	Covered area (Sq. mts.)				Cost of Construction (in Rs.)					
	100 or less	101 to 500	501 to 1000	Above 1000	25000 or less	25001 to 50000	50001 to 1 lakh	1 lakh to 5 lakhs	5 lakhs to 10 lakhs	Above 10 lakhs
Dailies with circulation :	1	3	1	1	2	2
(i) 1000 or less	3	3	5	3	2	6	3	5	1	..
(ii) 1001 to 2000	3	8	2	6	..	9	13	10
(iii) 2000 to 5000	6	4	4	6	..	3	6	17	..	1
(iv) 5001 to 15000
(v) 15001 to 25000
(vi) 25001 to 50000	16	18	11	15	3	19	24	34	1	1
All dailies	102	126	43	24	91	205	167	79	7	1
Weeklies	43	77	45	8	38	77	47	33
Fortnightlies	73	134	31	35	82	108	88	91	12	5
Others	25	40	9	5	16	26	25	31	5	..
TOTAL	259	395	139	87	230	435	351	268	19	7

TABLE 18—SUPPLY OF FUNDS

	Own Sources (in Rs.)						Loan (in Rs.)					
	25000 or less	25001 to 50000	50001 to 1 lakh	1 lakh to 5 lakhs	5 lakhs to 10 lakhs	Above 10 lakhs	25000 or less	25001 to 50000	50001 to 1 lakh	1 lakh to 5 lakhs	5 lakhs to 10 lakhs	Above 10 lakhs
Dailies with circulation :												
(i) 1000 or less	..	1	2	1	1	1	1	3
(ii) 1001 to 2000	8	9	1	1	3	3	5	10
(iii) 2001 to 5000	12	11	2	4	1	6	4	19	1	2
(iv) 5001 to 15000	6	8	5	6	1	..	2	2	3	13	6	4
(v) 15001 to 25000
(vi) 25001 to 50000	1	1
All dailies	26	29	10	12	2	..	5	12	13	45	8	8
Weeklies	366	75	24	9	2	..	168	186	171	191	11	5
Fortnightlies	128	28	8	5	1	..	28	54	66	43	2	1
Monthlies	214	68	33	44	..	2	70	82	99	146	19	7
Others	66	22	9	1	17	35	26	47	3	1
TOTAL	800	222	84	71	5	2	183	369	381	472	43	22

PAGES AND PRICE OF DAILIES : 1965—1979

APPENDIX II.18

Year	Big Papers				Medium Papers			
	Average No. of pages	Average price per copy (in Paise)	Price per copy (Paise)		Average No. of pages	Average Price per copy (Paise)	Price per copy (Paise)	
	2	3	Maximum	Minimum	6	7	Maximum	Minimum
1	2	3	4	5	6	7	8	9
1965	8.75	11.90	16	8	6.98	10.60	25	6
1970	10.3	15.40	20	12	8.30	14.30	25	10
1975	7.8	29.35	40	20	6.90	28.64	40	10
1979	9.8	33.70	50	25	7.70	32.90	45	15

PAGES AND PRICE OF DAILIES : 1965-1979

Year	Small Papers				All Newspapers			
	Average No. of pages	Average price per copy (paise)	Price per copy (Paise)		Average No. of pages	Average Price per copy (Paise)	Price per copy (Paise)	
			Maximum	Minimum			Maximum	Minimum
1	10	11	12	13	14	15	16	17
1965	4.32	7.70	25	2	5.45	8.60	25	2
1970	4.40	10.60	28	2	5.80	11.90	28	2
1975	3.97	17.67	40	3	4.70	20.15	40	3
1979	4.00	21.20	50	2	5.00	40	50	2

Source :—Annual report of the Press Registrar.

DAILIES COVERED IN THE SURVEY OF NEWSPAPER CONTENTS BY OPERATION RESEARCH GROUP, BARODA

Languages	Size of Dailies											
	Very		Big		Medium		Small		Very Small		Total	
	D	I	D	I	D	I	D	I	D	I	D	I
English	11	140	2	28	18	246	11	148	3	24	45	586
Hindi	4	56	7	92	19	225	20	213	3	18	53	604
Urdu	1	13	4	52	15	173	5	52	25	290
Bengali	2	28	4	55	3	42	3	40	12	165
Malayalam	3	42	2	28	5	62	2	21	2	28	14	181
Marathi	3	31	3	30	9	92	6	64	1	10	22	227
Gujarati	3	39	2	28	6	82	3	42	3	30	17	221
Telugu	1	13	1	14	3	34	3	39	2	18	10	118
Kannada	1	14	1	13	3	42	3	36	3	37	11	142
Tamil	3	36	2	24	2	20	2	29	9	99
Punjabi	2	26	5	67	7	93
Assamese	1	11	2	19	3	30
Oriya	1	13	1	14	2	21	1	11	5	59
Sindhi	1	13	1	13
TOTAL	31	409	22	283	77	961	78	917	26	268	234	2828

D—Dailies;
I—Issues

DAILIES : PERCENT OF SPACE AND ITEMS DEVOTED TO BROAD CONTENT CATEGORIES

Languages	Political		Economic Development Govt.		Unrest, Law & Order Courts		Sports		Entertainment Culture		Women Social Human	
	Space Item		Space Item		Space Item		Space Item		Space Item		Space Item	
	2	3	4	5	6	7	8	9	10	11	12	13
English	17.8	18.1	36.5	35.5	11.8	15.4	9.9	12.4	6.4	8.1	4.1	6.0
Hindi	19.5	20.2	29.0	31.7	17.5	20.9	6.0	6.7	18.4	9.7	5.6	7.6
Urdu	23.9	23.6	25.6	38.3	18.7	11.5	2.8	3.0	16.6	8.2	8.7	9.5
Bengali	22.6	21.1	27.6	28.3	15.6	16.2	8.2	12.4	16.3	10.6	3.8	5.8
Malayalam	25.0	23.2	29.1	28.4	16.8	19.7	5.1	5.2	13.8	8.6	7.3	9.2
Marathi	18.9	19.9	28.2	28.8	12.2	16.2	8.2	9.8	21.4	11.1	7.1	10.1
Gujarati	14.2	17.0	31.4	33.6	19.0	21.9	3.9	3.7	22.5	12.2	5.4	8.1
Telugu	25.8	24.4	31.8	33.3	10.3	12.4	2.6	3.3	20.8	14.8	5.3	7.2
Kannada	20.9	26.0	21.6	28.4	10.2	12.6	8.4	8.4	24.8	11.1	7.2	9.3
Tamil	26.4	16.3	25.0	26.0	18.4	18.8	5.5	5.9	13.7	9.1	7.4	10.4
Punjabi	20.7	18.7	26.0	34.0	17.0	22.2	2.4	2.8	17.4	9.2	8.9	9.9
Assamese	39.3	28.7	19.6	24.6	8.7	12.1	2.7	4.3	22.3	15.9	3.0	6.2
Oriya	23.5	21.1	40.5	36.4	13.7	17.9	2.6	3.4	5.8	4.9	10.8	11.7
Sindhi	25.3	20.4	30.9	29.5	21.2	22.8	1.0	0.7	5.9	7.2	13.4	15.0

Source :—Survey of Newspaper Contents by Operation Research Group, Baroda.

EDITORIAL CONTENTS : DAILIES

*Per cent distribution of space allotted and number of items covered for various groups of content categories
Language and size wise*

(i) ALL DAILIES

CATEGORY			LANGUAGES					
			English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S		13.4	16.3	20.2	18.0	22.7	17.1
	I		14.6	17.6	21.2	16.6	2.3	18.1
2. World Politics	S		4.4	3.2	3.7	4.6	2.3	1.8
	I		3.5	2.6	2.4	4.5	1.8	1.8
3. Economy	S		10.4	5.4	2.3	2.3	4.1	4.0
	I		9.1	5.1	3.0	3.5	3.7	3.7
4. Development	S		17.4	14.1	9.7	15.9	17.7	18.6
	I		17.0	16.0	11.5	15.2	19.5	18.8
5. Law & Orders	S		10.3	16.3	17.4	15.0	16.1	11.1
	I		13.6	19.4	9.9	15.5	18.5	14.8
6. Courts	S		1.5	1.2	1.3	0.6	0.7	1.1
	I		1.8	1.5	1.6	0.7	1.2	1.4
7. Government	S		8.7	9.5	13.6	9.4	7.3	5.6
	I		9.5	10.6	13.8	9.7	8.5	6.3
8. Entertainment	S		5.2	3.8	3.4	4.0	5.4	5.4
	I		3.1	3.0	2.8	3.8	3.4	3.9
9. Cultures	S		11.2	14.6	13.2	12.3	8.4	16.0
	I		5.0	6.7	5.4	6.8	5.2	7.2
10. Sports	S		9.9	6.0	2.8	8.2	5.1	8.2
	I		12.4	6.7	3.0	12.4	5.2	9.8
11. Women & Reforms	S		1.3	2.2	5.2	1.2	3.6	3.5
	I		1.2	2.1	3.9	1.2	3.5	3.0
12. Human Interest	S		2.7	3.4	3.5	2.6	3.7	3.6
	I		4.8	5.5	5.6	4.6	5.7	7.1
13. Miscellaneous	S		3.6	4.0	3.7	5.9	2.9	4.0
	I		4.4	3.2	15.9	5.5	2.5	4.1

S—Space;

I—Items

(I) ALL DAILIES

CATEGORY		LANGUAGES							
		Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sindhi
1. Political	S I	12.3 15.3	22.5 21.2	19.2 24.0	25.5 15.1	17.4 15.9	37.0 27.6	18.6 17.4	18.5 15.6
2. World Politics	S I	1.9 1.7	3.3 3.2	1.7 2.0	0.9 1.2	3.3 2.8	2.3 1.1	4.9 3.7	6.8 4.8
3. Economy	S I	11.6 8.3	6.0 5.9	3.7 4.5	4.1 4.2	3.8 4.7	1.6 1.6	4.5 3.8	7.8 4.0
4. Development	S I	13.4 16.7	20.0 20.7	13.9 17.8	12.0 12.4	13.8 16.8	9.6 15.2	27.3 21.1	15.0 18.0
5. Law & Order	S I	17.5 19.8	9.1 12.0	9.0 10.9	16.1 16.7	15.4 20.3	8.1 11.1	12.9 17.0	17.1 18.1
6. Courts	S I	1.5 2.1	1.2 0.4	1.2 1.7	2.3 2.1	1.6 1.9	0.6 1.0	0.8 0.9	4.1 4.7
7. Government	S I	6.4 8.6	5.8 6.7	4.0 6.1	8.9 9.4	8.4 12.5	8.4 9.8	8.7 11.5	7.5 7.5
8. Entertainment	S I	4.2 3.1	9.6 7.3	8.0 5.0	7.1 5.1	4.2 3.4	3.5 3.9	0.7 1.2	1.2 2.7
9. Culture	S I	18.3 9.1	11.2 7.5	16.8 6.1	6.6 4.0	13.2 5.8	18.8 11.6	5.1 3.7	4.7 4.5
10. Sports	S I	3.9 3.7	2.6 3.3	8.4 8.4	5.5 5.9	2.4 2.8	2.7 4.3	2.6 3.4	1.0 0.7
11. Women & Reforms	S I	2.1 2.6	1.6 1.8	4.6 3.5	2.7 3.0	4.3 2.8	0.5 1.5	3.4 3.3	4.7 4.2
12. Human Interest	S I	3.3 5.5	3.7 5.4	2.6 5.8	5.0 7.4	4.6 7.1	2.5 4.7	7.4 8.4	8.7 10.8
13. Miscellaneous	S I	3.6 3.5	3.4 4.6	6.9 4.2	3.3 13.5	7.6 3.2	4.4 6.6	3.1 4.6	2.3 4.4

S—Space
I—Items

(II) VERY BIG DAILIES

CATEGORY		LANGUAGES					
		English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S I	14.9 15.6	13.1 14.8	Nil "	14.9 14.1	21.7 20.1	18.0 16.7
2. World Politics	S I	4.6 3.5	3.8 3.1	" "	3.7 3.8	1.4 1.8	2.7 2.5
3. Economy	S I	8.7 9.6	8.2 8.0	" "	3.9 4.2	4.0 3.4	3.7 3.6
4. Development	S I	14.8 14.8	11.3 13.8	" "	12.1 11.7	18.1 18.5	14.9 17.3
5. Law & Order	S I	10.8 13.1	14.4 16.9	" "	12.2 14.4	14.3 16.4	10.6 13.4
6. Courts	S I	2.0 2.3	0.9 1.4	" "	1.2 1.2	0.8 1.6	1.7 1.4
7. Government	S I	8.9 9.5	9.3 10.8	" "	9.3 9.0	8.6 9.6	5.7 5.3
8. Entertainment	S I	5.1 3.4	5.3 4.7	" "	7.1 6.3	5.7 4.0	4.5 4.6
9. Culture	S I	12.1 5.0	15.3 6.0	" "	15.1 5.9	7.9 4.7	16.7 7.4
10. Sports	S I	11.9 14.6	8.5 10.2	" "	13.2 18.0	7.3 7.7	12.5 16.5
11. Women & Reforms	S I	1.5 1.1	2.2 2.2	" "	1.9 1.3	3.0 2.8	2.3 2.2
12. Human Interest	S I	2.3 4.3	2.9 5.1	" "	3.3 5.8	4.4 6.1	3.8 6.2
13. Miscellaneous	S I	2.4 3.2	4.8 3.0	" "	2.1 4.3	2.8 3.3	2.9 2.9

S—Space
I—Items

(iii) SMALL

CATEGORY		LANGUAGES							
		Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sndhi
1. Political	S	11.4	19.3	18.5	19.5	Nil	Nil	Nil	Nil
	I	14.9	19.8	22.0	20.3	"	"	"	"
2. World Politics	S	1.9	2.7	1.7	0.8	"	"	"	"
	I	1.5	2.6	1.2	1.1	"	"	"	"
3. Economy	S	13.3	5.4	3.8	3.2	"	"	"	"
	I	10.4	7.5	4.5	3.9	"	"	"	"
4. Development	S	13.4	23.8	10.5	8.5	"	"	"	"
	I	17.8	21.7	15.0	10.1	"	"	"	"
5. Law & Order	S	16.5	8.4	9.0	14.3	"	"	"	"
	I	19.5	11.2	11.5	17.4	"	"	"	"
6. Courts	S	2.3	1.1	1.9	2.0	"	"	"	"
	I	2.5	"	2.5	2.1	"	"	"	"
7. Government	S	6.2	5.7	3.9	9.1	"	"	"	"
	I	8.6	6.6	6.6	10.5	"	"	"	"
8. Entertainment	S	3.4	4.6	11.8	10.3	"	"	"	"
	I	2.9	3.9	7.3	7.6	"	"	"	"
9. Cultures	S	20.0	15.5	13.9	8.8	"	"	"	"
	I	8.9	7.3	4.2	3.8	"	"	"	"
10. Sports	S	4.1	4.8	13.2	9.1	"	"	"	"
	I	3.7	5.6	14.9	8.0	"	"	"	"
11. Women & Reforms	S	2.4	2.2	3.3	1.8	"	"	"	"
	I	2.7	2.7	2.1	2.1	"	"	"	"
12. Human Interest	S	1.7	3.9	2.3	6.0	"	"	"	"
	I	3.4	6.3	4.8	9.0	"	"	"	"
13. Miscellaneous	S	3.4	2.6	6.2	6.5	"	"	"	"
	I	3.1	4.8	3.4	4.1	"	"	"	"

S—Space
I—Items

(iii) BIG DUTIES

CATEGORY		LANGUAGES					
		English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S	9.9	16.3	24.2	Nil	21.9	16.1
	I	11.4	17.5	20.8	"	20.8	19.2
2. World Politics	S	1.5	2.1	1.3	"	3.5	1.3
	I	1.6	1.5	1.0	"	2.9	1.2
3. Economy	S	25.5	6.8	3.5	"	4.8	3.9
	I	21.7	5.7	5.4	"	4.8	3.6
4. Development	S	18.9	17.5	10.1	"	22.2	17.4
	I	17.1	19.4	13.5	"	22.2	16.0
5. Law & Order	S	6.2	14.3	17.5	"	14.4	11.7
	I	8.5	17.4	21.6	"	17.4	14.4
6. Courts	S	0.7	0.9	1.5	"	0.6	1.1
	I	0.9	1.1	1.8	"	1.2	1.3
7. Government	S	8.3	8.8	11.7	"	4.9	5.5
	I	10.8	10.3	14.3	"	6.1	6.3
8. Entertainment	S	3.9	3.9	4.8	"	4.9	5.9
	I	4.0	2.5	5.1	"	3.5	4.6
9. Cultures	S	12.3	12.8	11.7	"	8.7	16.7
	I	5.0	7.0	5.3	"	5.1	7.0
10. Sports	S	6.4	6.5	1.8	"	5.4	9.0
	I	10.6	6.6	2.9	"	6.2	11.5
11. Women & Reforms	S	1.0	2.6	4.7	"	2.4	3.1
	I	0.7	2.3	2.2	"	2.2	2.6
12. Human Interest	S	1.6	3.8	3.0	"	3.7	3.8
	I	2.9	5.3	5.4	"	5.6	7.6
13. Miscellaneous	S	3.8	3.7	4.2	"	2.6	4.4
	I	4.8	3.4	0.7	"	2.4	4.5

S—Space
I—Items

CATEGORY			Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sindhi
1. Political	S		12.6	28.9	15.6	32.4	Nil	Nil	18.3	Nil
	I		16.9	24.5	21.6	38.1	„	„	19.0	„
2. World Politics	S		1.3	5.2	2.1	1.8	„	„	5.4	„
	I		1.2	4.0	2.2	1.5	„	„	4.2	„
3. Economy	S		11.4	7.6	6.0	8.0	„	„	4.4	„
	I		8.8	6.6	4.6	6.9	„	„	3.1	„
4. Development	S		13.5	19.6	14.8	12.2	„	„	29.6	„
	I		16.7	22.3	20.0	16.8	„	„	23.0	„
5. Law & Order	S		16.8	8.8	9.9	11.1	„	„	14.2	„
	I		18.6	12.4	11.8	18.1	„	„	14.1	„
6. Course	S		1.6	0.7	1.2	1.9	„	„	0.9	„
	I		2.2	2.0	2.0	2.0	„	„	0.9	„
7. Government	S		6.9	10.2	3.5	8.5	„	„	8.1	„
	I		9.1	11.5	5.8	8.2	„	„	9.1	„
8. Entertainment	S		4.8	4.5	8.9	5.3	„	„	0.4	„
	I		3.3	4.6	5.2	2.8	„	„	0.7	„
9. Culture	S		20.1	6.5	16.9	7.1	„	„	4.5	„
	I		9.3	4.4	5.8	5.5	„	„	3.1	„
10. Sports	S		2.6	1.0	6.7	3.3	„	„	2.7	„
	I		3.1	1.3	6.8	3.4	„	„	3.6	„
11. Women & Reforms	S		1.8	2.0	4.8	2.3	„	„	3.6	„
	I		2.4	1.3	5.7	4.0	„	„	4.2	„
12. Human Interest	S		3.3	2.4	3.3	5.3	„	„	7.6	„
	I		6.2	4.3	4.9	5.6	„	„	8.0	„
13. Miscellaneous	S		3.2	2.6	6.3	0.8	„	„	0.3	„
	I		2.2	1.8	3.4	2.6	„	„	2.7	„

S—Space; I—Items

(iv) MEDIUM DAILIES

CATEGORY	LANGUAGES					
	English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S	12.8	17.1	19.5	20.0	24.0
	I	14.0	17.9	20.5	18.1	22.4
2. World Politics	S	4.9	2.8	3.6	6.8	2.5
	I	3.8	2.2	1.9	6.0	1.4
3. Economy	S	8.7	4.5	2.7	2.7	3.5
	I	7.7	4.4	3.7	3.5	3.4
4. Development	S	17.5	13.2	9.9	16.6	15.4
	I	16.9	15.3	11.3	14.5	19.7
5. Law & Order	S	10.9	17.3	17.8	12.0	17.8
	I	14.3	19.6	27.2	14.2	19.7
6. Courts	S	1.4	1.4	1.0	0.3	0.7
	I	1.7	1.5	1.5	0.5	1.1
7. Government	S	9.1	9.3	10.6	8.7	7.8
	I	9.2	10.0	10.9	9.3	8.8
8. Entertainment	S	6.3	3.6	5.1	4.5	5.7
	I	4.6	2.8	3.1	4.5	2.8
9. Culture	S	11.5	16.0	16.7	10.4	9.1
	I	5.2	7.2	5.5	5.3	5.8
10. Sports	S	10.2	6.2	2.5	9.4	3.2
	I	12.3	7.4	2.1	15.9	3.2
11. Women & Reforms	S	1.5	2.0	4.5	0.8	5.0
	I	1.2	2.2	3.2	1.6	4.8
12. Human Interest	S	2.9	3.4	3.2	2.8	3.1
	I	5.0	5.7	5.7	4.5	5.2
13. Miscellaneous	S	2.3	3.2	2.9	5.0	2.2
	I	4.1	3.8	3.3	2.1	1.7

S—Space; I—Items

II. 21—(Contd.)

CATEGORY			Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sindhi
1. Political	S	11.7	21.4	19.9	27.4	17.8	34.4	14.0	Nil
		I	13.8	20.7	27.9	25.9	16.2	28.9	16.6	"
2. World Politics	S	2.1	3.5	2.1	1.6	0.2	1.4	1.2	"
		I	1.7	3.9	2.5	1.3	2.1	1.3	1.2	"
3. Economy	S	11.5	6.2	3.4	4.5	3.5	1.2	7.5	"
		I	7.4	5.6	2.9	4.0	4.5	1.4	5.1	"
4. Development	S	13.1	19.5	13.5	13.0	12.0	14.4	30.3	"
		I	16.5	21.5	17.3	11.8	15.7	17.8	21.6	"
5. Law & Order	S	18.5	9.1	8.7	17.4	15.6	5.6	15.7	"
		I	21.6	12.9	13.0	19.8	21.8	7.6	20.5	"
6. Courts	S	1.3	1.1	1.1	2.2	0.9	1.1	1.1	"
		I	2.0	1.4	1.0	2.2	1.4	1.3	1.5	"
7. Government	S	6.0	5.5	4.0	10.9	11.2	14.2	10.1	"
		I	8.5	5.8	5.6	8.7	11.2	11.5	10.9	"
8. Entertainment	S	4.9	7.9	6.5	5.7	2.1	6.3	1.3	"
		I	3.2	7.3	7.7	4.1	5.3	4.6	1.6	"
9. Culture	S	18.1	13.8	19.1	3.5	12.1	9.1	4.0	"
		I	8.8	7.1	7.5	3.1	7.4	9.4	3.0	"
10. Sports	S	3.6	2.9	9.0	2.7	2.8	3.5	2.3	"
		I	3.3	3.4	4.0	4.0	2.8	4.4	2.2	"
11. Women & Reforms	S	1.9	1.5	4.5	3.2	3.5	0.8	3.3	"
		I	2.5	1.7	3.8	3.7	2.0	2.1	2.9	"
12. Human Interest	S	3.8	4.5	2.7	3.6	2.7	2.9	7.4	"
		I	6.3	6.1	4.5	6.3	7.0	4.3	7.4	"
13. Miscellaneous	S	3.5	3.1	5.5	4.3	13.6	5.1	1.8	"
		I	4.1	2.6	2.3	5.1	2.6	5.4	5.5	"

S—Space; I—Items

(v) SMALL DAILIES

CATEGORY			LANGUAGES					
			English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S	13.3	16.0	19.5	16.1	26.5	18.6
		I	15.1	18.0	22.0	16.1	23.8	19.0
2. World Politics	S	4.1	4.2	3.9	3.5	2.2	1.7
		I	3.5	3.3	2.8	2.9	0.9	1.5
3. Economy	S	12.0	5.0	2.0	1.8	3.5	3.4
		I	7.9	4.4	2.5	2.7	5.4	3.7
4. Development	S	22.0	14.9	9.0	16.0	19.1	20.3
		I	24.2	16.1	10.9	17.9	12.3	19.7
5. Law & Order	S	11.0	16.8	17.3	14.9	17.9	10.3
		I	14.2	19.6	20.7	16.8	21.8	14.3
6. Courts	S	1.1	1.3	1.3	0.4	0.8	0.2
		I	1.3	1.9	1.7	0.6	0.5	1.3
7. Government	S	9.1	10.4	13.9	11.1	8.9	6.2
		I	9.7	11.5	14.1	12.7	10.4	6.8
8. Entertainment	S	3.9	3.8	3.2	2.3	2.7	4.2
		I	3.6	2.7	2.7	1.8	4.7	3.3
9. Culture	S	8.5	13.3	12.8	17.0	1.5	15.1
		I	4.1	6.2	5.4	9.7	2.0	8.1
10. Sports	S	7.3	4.7	3.1	4.8	8.2	6.3
		I	8.6	4.6	3.5	5.9	5.0	6.8
11. Women & Reforms	S	1.2	1.8	6.2	1.4	3.1	3.5
		I	1.4	1.9	5.0	2.0	4.0	2.9
12. Human & Interest	S	3.0	3.5	3.6	2.4	2.2	3.6
		I	4.8	5.8	5.8	3.7	4.9	7.1
13. Miscellaneous	S	3.5	4.3	4.2	8.3	3.6	6.6
		I	1.6	4.0	2.9	7.3	4.2	5.5

S—Space; I—Items

II.21—(Contd.)

CATEGORY			Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sindhi
1. Political	S		15.8	23.7	19.6	28.2	17.1	38.0	15.9	18.5
	I		17.6	21.1	23.5	31.7	15.7	26.0	16.9	15.6
2. World Politics	S		2.2	2.5	2.0	0.3	3.8	2.8	4.7	6.8
	I		3.5	2.2	2.5	0.4	3.3	3.5	5.5	4.8
3. Economy	S		9.6	5.4	2.2	2.4	3.8	1.7	4.2	7.8
	I		8.1	5.6	2.9	3.3	4.8	2.1	3.1	6.0
4. Development	S		12.8	19.7	12.9	16.5	13.8	7.4	21.6	15.6
	I		15.8	18.3	17.3	12.3	17.7	13.2	16.3	19.0
5. Law & Order	S		14.5	7.2	10.1	21.1	15.6	9.5	12.0	17.1
	I		16.2	10.2	13.0	18.2	19.6	13.1	16.5	18.1
6. Courts	S		1.0	1.5	0.5	4.0	1.8	0.4	0.4	4.1
	I		1.3	1.2	1.0	2.0	2.2	0.7	0.6	4.7
7. Government	S		6.4	3.5	4.1	6.6	12.9	5.9	13.3	7.5
	I		8.3	4.9	5.6	8.9	13.2	8.4	15.4	7.5
8. Entertainment	S		4.8	21.9	10.4	3.8	2.1	2.3	2.1	1.1
	I		3.4	13.6	6.6	1.2	2.0	3.5	1.3	2.7
9. Culture	S		17.4	4.6	15.6	3.5	12.1	23.0	9.6	4.7
	I		10.4	7.0	7.5	2.3	4.7	11.5	4.7	4.5
10. Sports	S		5.2	0.3	4.1	2.2	2.2	2.3	1.5	1.0
	I		5.1	2.0	4.0	3.0	2.7	4.1	3.1	0.7
11. Women & Reforms	S		2.5	0.8	2.5	4.1	5.7	0.4	2.9	4.7
	I		2.3	1.2	3.8	3.8	2.0	1.0	3.1	4.2
12. Human Interest	S		2.0	3.0	2.9	3.8	5.4	2.3	7.4	8.7
	I		5.8	5.0	4.5	7.1	8.0	5.1	8.2	9.8
13. Miscellaneous	S		5.8	5.9	13.1	3.5	3.7	4.0	5.3	2.4
	I		3.2	7.7	7.8	5.8	4.1	7.8	5.3	2.4

S=Space ; I=Items

(vi) VERY SMALL DAILIES

CATEGORY			LANGUAGES					
			English	Hindi	Urdu	Bengali	Malayalam	Marathi
1. Political	S		15.9	15.2	21.1	19.2	9.6	Nil
	I		14.7	17.2	24.0	18.0	20.1	"
2. World Politics	S		0.4	4.3	3.7	1.0	0.5	"
	I		0.9	3.6	2.5	1.3	1.1	"
3. Economy	S		5.3	2.5	2.9	4.4	3.7	"
	I		3.9	3.1	3.2	3.9	4.2	"
4. Development	S		33.5	12.3	11.3	20.1	18.3	"
	I		28.9	14.3	12.2	21.0	18.2	"
5. Law & Order	S		3.0	17.4	17.9	27.9	21.7	"
	I		3.9	19.5	19.8	19.7	22.5	"
6. Courts	S		..	0.8	1.4	0.8	0.4	"
	I		..	1.1	2.0	0.7	0.4	"
7. Government	S		8.7	11.1	16.3	9.0	6.8	"
	I		15.2	11.4	17.0	8.9	8.8	"
8. Entertainment	S		1.4	5.3	1.1	0.8	4.6	"
	I		1.5	2.6	1.4	1.3	3.0	"
9. Culture	S		9.3	12.7	11.4	6.9	8.5	"
	I		6.6	6.4	4.5	6.2	5.1	"
10. Sports	S		2.0	3.3	1.6	1.8	3.9	"
	I		2.1	3.5	2.3	1.9	2.7	"
11. Women & Reforms	S		..	4.3	3.3	0.5	1.6	"
	I		..	5.2	1.8	1.2	1.5	"
12. Human Interest	S		1.9	5.0	3.0	1.3	4.8	"
	I		3.0	6.7	4.2	2.3	6.8	"
13. Miscellaneous	S		18.6	5.8	4.0	6.3	5.6	"
	I		19.3	5.4	5.1	13.6	5.6	"

S = Space ; I = Items

II.21—(Contd.)

		Gujarati	Telugu	Kannada	Tamil	Punjabi	Assamese	Oriya	Sindhi
1. Political	S	11.0	17.8	21.3	Nil	Nil	Nil	17.3	Nil
	I	11.4	19.4	25.1	"	"	"	16.4	"
2. World Politics	S	1.6	0.1	0.8	"	"	"	1.0	"
	I	1.0	0.2	1.0	"	"	"	0.8	"
3. Economy	S	9.4	4.2	3.7	"	"	"	3.7	"
	I	7.4	3.2	5.9	"	"	"	3.5	"
4. Development	S	14.4	18.4	21.8	"	"	"	32.3	"
	I	16.1	14.2	20.9	"	"	"	16.0	"
5. Law & Order	S	23.6	7.1	6.7	"	"	"	11.8	"
	I	24.4	6.6	8.7	"	"	"	17.5	"
6. Courts	S	1.2	1.9	1.1	"	"	"	0.2	"
	I	1.7	1.7	1.2	"	"	"	0.3	"
7. Government	S	8.1	4.6	4.7	"	"	"	6.8	"
	I	8.5	6.0	5.5	"	"	"	7.8	"
8. Entertainment	S	1.8	6.4	4.2	"	"	"	0.4	"
	I	2.4	8.1	2.9	"	"	"	0.9	"
9. Culture	S	10.0	19.8	11.5	"	"	"	7.6	"
	I	7.4	21.6	5.5	"	"	"	3.8	"
10. Sports	S	6.8	4.8	7.5	"	"	"	2.9	"
	I	4.0	5.0	5.3	"	"	"	5.3	"
11. Women & Reforms	S	2.6	3.4	5.1	"	"	"	2.3	"
	I	3.6	3.1	4.0	"	"	"	2.1	"
12. Human Interest	S	5.3	2.1	3.2	"	"	"	7.7	"
	I	7.0	3.0	5.0	"	"	"	10.7	"
13. Miscellaneous	S	4.2	9.4	9.4	"	"	"	6.0	"
	I	5.1	7.9	9.0	"	"	"	14.9	"

S = Space ; I = Items

Source : Survey of Newspaper Contents by ORG

APPENDIX II.22

SPACE DEVOTED TO ADVERTISEMENTS BY DAILY NEWSPAPERS : 1952-1979

Year	Percent of space devoted to advertisements					Total
	60% and above	Between 50%—60%	Between 40%—50%	Between 25%—40%	Below 25%	
1	2	3	4	5	6	7
1952	—	5	8	33	251	307
1965	—	10	44	150	157*	361
1970	5	10	33	131	89	274
1975	4	32	84	252	152	524
1979	7	24	93	194	118	436

*Includes 18 dailies which did not carry any advertisements.

Source : Annual reports of the Press Registrar.

GROWTH IN THE NUMBER AND CIRCULATION OF WEEKLIES SINCE 1952

Sl. No.	Year	No. of weeklies	Number for which circulation data are available	Total circulation (in thousands)	Increase in circulation over 1956 (in percentage)	Weekly with largest circulation
1	2	3	4	5	6	7
1.	1952	1,189
2.	1956	783	..	3,020	..	Ananda Vikatan (T) 99,202 Madras
3.	1960	1,769	1,105	4,714	82.98	Kumudam (T) 1,93,676 Madras
4.	1965	2,141	1,282	6,335	110.09	Kumudam (T) 3,15,243 Madras
5.	1970	3,222	1,791	8,424	182.25	Kumudam (T) 3,48,628 Madras
6.	1975	3,628	2,243	9,380	210.5	Kumudam (T) 4,47,204 Madras
7.	1979	5,023	2,207	12,924	327.94	Kumudam (T) 5,16,989 Madras

Source : Report of the First Press Commission and annual report of the Press Registrar.

GROWTH IN THE NUMBER AND CIRCULATION OF FORTNIGHTLIES SINCE 1953

Sl. No.	Year	No. of fortnightlies	Number for which circulation data are available	Total circulation (in thousands)	Increase in circulation over 1956 (in percentage)	Fortnightly with largest circulation
1	2	3	4	5	6	7
1.	1952	379
2.	1956	251	..	785	..	Filmfare (E) 59,768 Bombay
3.	1960	664	417	1,611	105.22	Filmfare (E) 1,09,519 Bombay
4.	1965	807	475	1,240	57.96	Filmfare (E) 1,25,329 Bombay
5.	1970	1,274	640	2,209	181.40	Femina (E) 1,39,548 Bombay
6.	1975	1,450	842	2,707	244.84	Tughlak (T) 1,36,621 Madras
7.	1979	2,180	887	4,499	473.12	Sarita (H) 2,21,758 Delhi

Source : Report of the First Press Commission and annual reports of the Press Registrar.

GROWTH IN THE NUMBER AND CIRCULATION OF MONTHLY SINCE 1952

Sl. No.	Year	No. of monthlies	Number for which circulation data are available	Total circulation (in thousands)	Increase in circulation over 1956 (in percentage)	Monthly with largest circulation
1.	1952	1,685
2.	1956	1,314	..	3,479	..	Kalyan (H) 1,20,677 Gorakhpur
3.	1960	2,792	1,943	5,921	70.19	Kalyan (H) 1,22,651 Gorakhpur
4.	1965	3,302	2,182	6,727	93.36	Kalyan (H) 1,39,050 Gorakhpur
5.	1970	4,289	2,619	8,869	154.92	Kalyan (H) 1,61,892 Gorakhpur
6.	1975	4,617	3,031	10,407	199.13	Readers Digest (E) 1,89,527 Bombay
7.	1979	6,162	3,015	13,428	285.97	Manohar Kahaniyan (H) 3,17,333 Allahabad.

Source : Report of the First Press Commission and annual reports of the Press Registrar.

GROWTH IN THE NUMBER AND CIRCULATION OF OTHER PERIODICALS SINCE 1952

Sl. No.	Year	No. of journals	Number for which circulation data are available	Total circulation (in thousands)	Increase in circulation over 1956 (in percentage)	Journal with largest circulation
1.	1952	1,071
2.	1956	433	..	760
3.	1960	735	561	686	(-)-9.73	—
4.	1965	1,082	691	942	(+)-23.94	..
5.	1970	1,556	913	1,379	81.44	..
6.	1975	1,823	1,131	1,831	140.72	Journal of Indian Institute of Bankers (E) Quarterly 1,11,205 Bombay
7.	1979	2,630	1,283	2,369	211.71	Journal of Indian Institute of Bankers (E) Quarterly 1,25,000 Bombay

Source : Report of the First Press Commission and annual reports of the Press Registrar.

APPENDIX II.27

GROWTH IN THE NUMBER AND CIRCULATION OF ALL PERIODICALS SINCE 1952

Year	Number of periodicals	Increase over 1956 (in per cent)	Number of periodicals whose circulation data are available	Circulation of periodicals for which this information is available (in thousands)	Increase over 1956 (in per cent)
1952 .	4,439
1956 .	6,094	..	2,066	6,632	..
1960 .	5,940	(-)-2.5	4,257	13,782	107.8
1965 .	7,332	20.3	5,488	17,856	169.
1970 .	10,281	68.7	5,963	30,881	214.9
1975 .	11,518	89.0	7,247	24,325	266.8
1979 .	15,995	162.5	7,362	33,220	400.9

Source: Report of the First Press Commission and annual reports of the Press Registrar.

APPENDIX II.28

MAGAZINE ROOM

(Summary of Study No. 214 by Dr. N. Bhaskara Rao)

The Press as a whole has grown both numerically and circulation-wise in the last decade but the growth is more marked in the case of periodicals. It is almost a boom. From 1969 to 1979, the circulation of periodicals increased by 73.3 per cent despite a 7.7 per cent decline in 1974 due to newsprint shortage. Between 1978 and 1979, there was an increase of 8.5 per cent in the number of periodicals and 12.5 per cent in circulation.

Of the 15,995 periodicals in 1979, 50 periodicals had a circulation of above one lakh each.

Seventy per cent of the periodicals were monthlies and weeklies. But these claimed 80 per cent of the total circulation of all periodicals.

About 15 per cent of the periodicals belonged to non-included categories, i.e., annuals, school magazines, publicity journals, house journals, etc.

The following table shows the number of periodicals in different circulation ranges from 1974 to 1981 :

Circulation of	1974 RNI	1978 RNI	1979 RNI	1981 estimated
Less than 5,000 .	6,062	6,034	6,370	6,500
5,000 — 15,000 .	562	559	603	625
15,001 — 50,000 .	142	184	214	235
50,001 — one lakh	37	59	63	80
Over one lakh .	25	42	50	75
Total .	6,828	6,874	7,362	7,515

The 50 periodicals with over one lakh circulation in 1979 claimed 25 per cent of the total circulation of all periodicals. Against this, there were only 30 dailies with a circulation of over one lakh in 1979.

Growth in readership

The results of the National Readership Surveys of 1970 and 1978 have revealed that periodicals have three times larger readership than dailies. The readership of weeklies in urban areas in the period between the two surveys increased by 88 per cent and that of monthlies by 76 per cent as against 40 per cent increase in the case of dailies. The number of periodicals read per reader has also gone up appreciably. Advertisers now patronize periodicals more than ever before.

Language-wise growth

The growth is not uniform in all the languages. The maximum numerical growth between 1974 and 1979 was registered by Assamese periodicals (75 per cent) followed by Bengali (54 per cent), and Kannada (48 per cent). The number of Gujarati, Sindhi, Urdu and Punjabi periodicals increased by only 12 per cent.

Circulation-wise, Bengali periodicals registered the maximum increase of 50 per cent followed by Kannada (44 per cent).

The average circulation of Tamil magazines was the highest. The average circulation of Hindi periodicals was much less though Hindi has the highest number of periodicals and the highest total circulation. Established periodicals in several languages such as Tamil, Bengali, Gujarati and Malayalam further increased their circulation in the past two years.

Content-wise growth

News and current affairs magazines account for one-third of the number of periodicals published in the country. The circulation of this category slumped in 1975-76 by about 10 per cent. The void was filled up by film journals. When news magazines started picking up in 1977, film magazines lost some circulation. This shows that in the absence of a full range and choice in the news and current affairs periodicals, readers take to light reading/entertainment periodicals. The birth and death rate of news and current affairs magazines is higher than that of other periodicals.

Periodicals classified as 'literary and cultural' by RNI are catching up fast with news and current affairs journals so far as circulation is concerned. Their circulation increased from 61.2 lakhs in 1974 to 87.7 lakhs in 1979, an increase of 26.5 lakhs. In the case of news and current affairs journals, circulation during this period went up from 72.3 lakhs to 94.2 lakhs, an increase of only 21.9 lakhs. In the two years between 1977 and 1979, circulation of 'literary and cultural' periodicals went up by 23.1 lakhs while news and current affairs periodicals registered an increase of only 16 lakhs.

However, the definition of 'literary and cultural' periodicals by RNI is dubious and not of much relevance. The bulk of these magazines, particularly those with large circulations, follow a mixed contents formula. They contain a bit of this and a bit of that, to appeal to as large a segment of the people as possible and are in a way like commercial Bombay films.

Magazines about or for women, sports, children and science registered a consistent growth during the period 1974-79. Most of the magazines pertaining to children, women, literature and culture having large circulation were in Indian languages while largely circulated news and current affairs and sports journals were in English.

The following table shows the growth of periodicals contentwise :

Contents	Numbers					Circulation in lakhs			
	1954	1974	1976	1977	1979	1974	1976	1977	1979
1	2	3	4	5	6	7	8	9	10
1. News & Current affairs	427	4107	4303	4830	5862	72.3	66.0	78.2	94.2
2. Literary & cultural	243	1736	1868	2038	2488	61.2	62.9	64.6	87.7
3. Religion & Philosophy	433	1234	1301	1375	1497	22.1	21.2	22.3	24.2
4. Commerce & Industry	N.A.	458	488	512	596	6.6	4.6	5.3	5.8
5. Medicine & Health	103	360	382	408	455	7.1	6.9	7.8	8.1
6. Film	103	282	287	319	358	15.1	16.4	14.5	19.4
7. Children	59	144	150	165	192	14.3	18.9	19.3	24.1
8. Science	34	139	181	188	222	1.8	2.2	3.1	3.8
9. Women	31	61	72	76	85	4.9	6.5	6.9	7.7
10. Radio, Music	10	47	43	47	43	1.3	0.7	0.7	0.8
11. Sports	13	48	67	72	90	0.9	1.6	1.4	4.4

Ownership

Over the years, there is no change in the ownership pattern of periodicals. In 1979, 85 per cent of the weeklies and 77 per cent of the fortnightlies were owned by individuals as against 67 per cent of dailies. About one-fourth of the monthlies were owned by societies and associations. Six to 10 per cent of periodicals which dominated the circulation of periodicals in 1979 were brought out by firms, partnerships and joint stock companies. Most of the largest circulated Hindi and English periodicals were brought out by the Hindustan Times and the Times of India groups.

According to the Press Registrar, there were more than 550 government published periodicals in 1979—all of these had less than one lakh circulation. Only three had a circulation of over 50,000.

In 1979, about 30 per cent of the weeklies and 56 per cent of other periodicals were published from four metropolitan cities and other State capitals. Compared to dailies, the periodicals had more readership in rural areas and smaller towns.

Advertisements & periodicals

The finding that periodicals have a larger readership than dailies and are therefore a more effective medium of advertisement of consumer goods has led advertisers to divert advertisements from dailies to periodicals and from English periodicals to language periodicals. The pumping of more money into periodicals by way of advertisement revenue has in turn given fillip to the growth and circulation of periodicals.

The total advertising outlay in 1979 was about Rs. 150 crore, twice of what it was in 1969. One-third of the total advertisement outlay goes now to magazines, as against one-fourth in the early seventies. Indications are that the magazines would get a larger share of the total outlay in the coming years.

Conclusion : So long as television does not have a wide national network and corner the lion's share of advertisements, 2 I&B/82—15

magazines will continue to flourish. Some of the main factors contributing to the recent rapid growth of magazines are :

1. Increased educational levels;
2. increasing literacy level of women;
3. Increased urbanisation;
4. better communication and transport facilities;
5. increased household income of the potential readers;
6. established advertisement outlay with increasing consumerism
7. uncertainties in the socio-political system creating a need for diversion in reading;
8. demographic changes in society; and
9. improved production techniques of glossy magazines.

APPENDIX II.29

GROWTH IN URBAN READERSHIP OF PERIODICALS

Periodicity	Readership of periodicals (in thousands)		Percent- age increase
	NRS-I 1970	NRS-II 1978	
Any daily	24,147	33,666	39.4
Any weekly	14,667	27,604	88.2
Any monthly	13,496	23,702	75.6
Any publication	28,468	47,670	67.3

Source: National Readership Surveys I and II : Operations Research Group.

LANGUAGEWISE CIRCULATION OF WEEKLIES PER THOUSAND OF THE LINGUISTIC POPULATION

Sl. No.	Language	Number of language speaking persons (in lakhs)			Circulation (in thousands)			Circulation for 1,000 language speaking persons		
		1961	1971	1980	1960	1970	1979	1960	1970	1979
1.	Malayalam	170	219	266	311	738	1366	18.3	33.7	51.4
2.	Tamil	306	377	461	1010	1355	2166	33.0	35.9	47.0
3.	Urdu	233	286	350	320	530	772	13.7	18.5	22.1
4.	Sindhi	..	17	21	..	64	45	..	37.6	21.5
5.	Gujarati	203	259	217	331	429	654	16.3	16.6	20.6
5.	Punjabi	110	141	172	57	168	328	5.2	11.9	19.1
7.	Kannada	174	217	265	198	277	460	11.4	12.8	17.4
8.	Hindi	1334	2085	2550	1099	1802	3327	8.2	8.6	13.0
9.	Bengali	339	440	548	246	345	685	7.3	7.7	12.5
10.	Marathi	333	418	511	335	394	475	10.1	9.4	9.3
11.	Telugu	377	448	548	214	338	494	5.7	8.7	9.0
12.	Assamese	68	90	110	41	66	73	6.0	7.3	6.6
13.	Oriya	157	199	243	10	29	20	0.6	1.5	0.8
14.	Sanskrit	..	2212 persons	2706 persons	1	—	1	—	—	36.9
14.	Kashmiri	19	25	31	—	—	—	—	—	—

Note : Languages have been arranged in accordance with the circulation of weeklies per 1,000 of the linguistic population in 1979.

Source : 1. Population—Census reports for 1961 and 1971; estimated population for 1980
2. Circulation—Annual reports of the Press Registrar.

LANGUAGEWISE CIRCULATION OF 'OTHER PERIODICAL' PER 1,000 LINGUISTIC POPULATION

Sl. No.	Language	Number of language speaking persons (in lakhs)			Circulation (in thousands)			Circulation per 1,000 language speaking persons		
		1961	1971	1980	1960	1970	1979	1960	1970	1979
1	2	3	4	5	6	7	8	9	10	11
1.	Malayalam	170	219	266	364	605	1368	21.4	27.6	51.4
2.	Tamil	306	377	461	1165	1197	1830	38.1	31.8	39.7
3.	Gujarati	203	259	317	474	764	868	23.3	29.5	27.4
4.	Kannada	174	217	265	141	286	671	8.1	13.2	25.8
5.	Bengali	339	448	548	565	549	1302	16.7	12.3	23.8
6.	Hindi	1334	2085	2550	1824	2695	5033	13.7	12.9	19.7
7.	Urdu	333	286	350	509	549	578	21.8	19.2	16.5
8.	Marathi	333	418	511	466	694	808	14.0	16.6	15.8
9.	Telugu	377	448	848	287	453	809	7.6	10.1	14.8
10.	Punjabi	110	141	172	113	162	208	10.3	11.5	12.1
11.	Sindhi	—	17	21	—	40	20	—	23.5	9.5
12.	Oriya	157	199	243	52	83	169	5.3	4.2	7.0
13.	Sanskrit	—	2212 persons	2706 persons	7	11	12	—	4972.9 (Nos.)	4434.6 (Nos.)
14.	Assamese	68	90	110	21	9	30	3.1	1.0	2.7
15.	Kashmiri	19	25	31	—	—	—	—	—	—

Note : Language other than English have been arranged in accordance with the circulation of other periodicals for 1,000 of the linguistic population in 1979.

Sources : 1. Population—Census Reports for 1961 and 1971; estimated population for 1980.
2. Circulation—Annual reports of the Press Registrar.

GROWTH OF BIG, MEDIUM AND SMALL PERIODICALS ; 1960-1979

Year	Total No.	Number of periodicals for which circulation data are available				Circulation of periodicals (in thousands)				Share in total circulation of periodicals (in percentage)		
		Big	medium	Small	Total	Big	medium	Small	Total	Big	medium	Small
1	2	3	4	5	6	7	8	9	10	11	12	13
1960	5940	22	103	4132	4257	1979 (90.0)	2664 (25.4)	9139 (2.2)	13782 (3.2)	14.4	19.3	66.3
1965	7332	39	269	5180	5488	3801 (97.5)	5131 (19.1)	8924 (1.7)	17856 (3.3)	21.3	28.7	50.0
1970	10281	52	144	5767	5963	5462 (105.0)	2771 (26.2)	11648 (2.0)	20881 (3.5)	26.2	18.0	55.8
1975	11518	35	144	7038	7247	7126 (109.6)	3816 (26.5)	13383 (1.9)	24325 (3.4)	29.3	15.7	55.0
1979	15995	113	214	7035	7362	12899 (114.2)	5683 (26.6)	14638 (2.1)	33220 (4.5)	38.8	17.1	44.1

Note : Figures in brackets indicate average circulation.
Source : Annual reports of the Press Registrar.

NEWS AND CURRENT AFFAIRS JOURNALS SINCE 1952

S. No.	Year	No. of journals	Number for which circulation data are available.	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation.
1	2	3	4	5	6	7
1.	1952	—
2.	1956
3.	1960	Blitz (E), Bombay 1,19,020 (weekly)
4.	1965	Blitz (E), Bombay 1,99,384 (Weekly)
5.	1970	Times Weekly (E) Bombay 1,65,959 (Weekly)
6.	1975	Illustrated Weekly of India (E) Bombay 2,61,271 (Weekly)
7.	1979	Illustrated Weekly of India (E) Bombay 3,11,998 (Weekly)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

FARM JOURNALS SINCE 1952

S. No.	Year	No. of farm journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952
2.	1956
3.	1960	Padi Pantalu (Tel) Hyderabad 61,397 (Monthly)
4.	1965	Intensive Agriculture (E) Delhi 43,300 (Monthly)
5.	1970	Shetkary (E) Pune 60,900 (Monthly)
6.	1975	Unnat Krishi (H) Delhi 19,000 (Monthly)
7.	1979	Kisan Sakha (H) Bombay 29,000 (Quarterly)

Source : Report of the first Press Commission and Annual reports of the press Registrar.

JOURNALS ON FINANCE AND ECONOMICS, COMMERCE AND INDUSTRY SINCE 1952

S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journals with the largest circulation
1	2	3	4	5	6	7
1.	1952	46
2.	1956	73
3.	1960	244	Arthik Prasanga (B) Calcutta 6,179 (Monthly)
4.	1965	394	..	674	..	Indian Standards Institute Bulletin (E) Delhi 11,479 (Monthly)
5.	1970	537	316	614	(—)8.90	Home Bulletin (E) Calcutta 14,449 (Weekly)
6.	1975	559	343	683	1.33	Hindu Survey of Indian Industry (E) Madras 42,560 (Annual)
7.	1979	699	333	745	10.53	Hindu Survey of Indian Industry (E) Madras 45,494 (Annual)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

SCIENCE JOURNALS SINCE 1952

S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952	34
2.	1956	N.A.
3.	1960	39	Jnan-o-Bijnan (B) Calcutta 1,500 (Monthly)
4.	1965	82	..	94	..	Vigyan Pragati (H) Delhi 5,666 (Monthly)
5.	1970	114	77	206	119.14	Science Today (E) Bombay 51,991 (Monthly)
6.	1975	147	99	193	105.31	Science Today (E) Bombay 69,841 (Monthly)
7.	1979	222	126	382	306.38	Science Today (E) Bombay 84,288 (Monthly)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

LITERARY & CULTURAL JOURNALS SINCE 1952

S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952	243
2.	1956	335
3.	1960	815	Kumudam (Tamil), Madras 1,93,676 (Weekly)
4.	1965	1142	..	4121	..	Kumudam (Tamil) Madras 3,15,243 (Weekly)
5.	1970	1681	914	5384	30.64	Kumudam (Tamil) Madras 3,48,628 (Weekly)
6.	1975	1761	1075	5894	43.02	Kumudam (Tamil) Madras 4,47,204 (Weekly)
7.	1979	2488	1113	8774	112.90	Kumudam (Tamil) Madras 5,16,989 (Weekly)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

WOMEN'S JOURNALS SINCE 1952

S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952	31
2.	1956	34
3.	1960	40	Femina (E), Bombay 23,736 (Fortnightly)
4.	1965	65	..	301	..	Femina (E), Bombay 76,379 (Fortnightly)
5.	1970	73	46	425	41.19	Femina (E), Bombay 1,39,548 (Fortnightly)
6.	1975	68	46	564	87.37	Femina (E), Bombay 1,29,094 (Fortnightly)
7.	1979	85	37	775	157.47	Vanitha (Mal) Kottayam 1,64,328 (Monthly)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

CHILDREN'S JOURNALS SINCE 1952

S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (In thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952
2.	1956
3.	1960	Chandamama (E) Madras 60,195 (monthly)
4.	1965	Malkandu (Tamil) Madras 1,21,274 (Weekly)
5.	1970	Chandamama (H) Madras 98,038 (Monthly)
6.	1975	Nandan (H) Delhi 1,25,510 (Monthly)
7.	1979	Nandan (H) Delhi 1,95,403 (Monthly)

Source : Report of the first Press Commission and annual reports of the Press Registrar.

SPORTS JOURNALS SINCE 1952

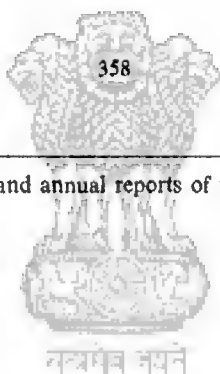
S. No.	Year	No. of Journals	Number for which circulation data are available	Circulation (in thousands)	Increase over 1965 (in percentage)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952
2.	1956
3.	1960	Sports and pastime(E) Madras 32,866 (Weekly)
4.	1965	Sports and Pastime(E) Madras 35,928 (Weekly)
5.	1970	Garer Math (Bengali) Calcutta 14,194 (Weekly)
6.	1975	Garer Math (Bengali) Calcutta 11,835 (Weekly)
7.	1979	Sports World (E) Calcutta 97,552 (Weekly)

Source : Report of the First Press Commission and annual reports of the Press Registrar.

FILM JOURNALS SINCE 1952

S. No.	Year	No. of Journals	Number which circulation data are available	Circulation (in thousands)	Increase over 1965 (in per cent-age)	Journal with the largest circulation
1	2	3	4	5	6	7
1.	1952	103
2.	1956	75
3.	1960	191	Filmfare (E) Bombay 1,09,516 (Fortnightly)
4.	1965	269	..	1,518	..	Filmfare (E) Bombay 1,25,329 (Fortnightly)
5.	1970	312	165	1,620	6.71	Filmfare (E) Bombay 1,35,113 (Fortnightly)
6.	1975	266	156	1,592	4.87	Filmfare (E) Bombay 1,34,300 (Fortnightly)
7.	1979	358	153	1,947	8.26	Filmfare (E) Bombay 1,34,297 (Fortnightly)

Source : Report of the First Press Commissions and annual reports of the Press Registrar.



ALL INDIA NEWSPAPER EDITORS' CONFERENCE

Code of Ethics for the Press in Reporting and Commenting on Communal Incidents (1968)

1. A free Press can flourish only in a free society. Communalism is a threat to the fabric of our free society and to the nation's solidarity.
2. The Press has a vital role to play in the consummation of the fundamental objectives enshrined in our Constitution, namely, democracy, secularism, national unity and integrity and the rule of law. It is the duty of the Press to help promote unity and cohesion in the hearts and minds of the people, and refrain from publishing material tending to excite communal passions or inflame communal hatred.
3. To this end the Press should adhere to the following guidelines in reporting on communal incidents in the country.
 - (a) All editorial comments and other expressions of opinion whether through articles, letters to the Editor, or in any other form should be restrained and free from scurrilous attacks against leaders or communities, and there should be no incitement to violence.
 - (b) Generalised allegations casting doubts and aspersions on the patriotism and loyalty of any community should be eschewed.
 - (c) Likewise, generalised charges and allegations against any community of unfair discrimination, amounting to inciting communal hatred and distrust, must also be eschewed.
 - (d) Whereas truth should not be suppressed, a deliberate slanting of news of communal incidents should be avoided.
 - (e) News of incidents involving loss of life, lawlessness, arson, etc. should be described, reported and headlined with restraint in strictly objective terms and should not be heavily displayed.
 - (f) Items of news calculated to make for peace and harmony and help in the restoration and maintenance of law and order should be given prominence and precedence over other news.
 - (g) The greatest caution should be exercised in the selection and publication of pictures, cartoons, poems, etc. so as to avoid arousing communal passions of hatred.
 - (h) Names of communities should not be mentioned nor the terms 'majority' and 'minority' communities be ordinarily used in the course of reports.
 - (i) The source from which casualty figures are obtained should always be indicated.
 - (j) No facts or figures should be published without fullest possible verification. However, if the publication of the facts or figures is likely to have the effect of arousing communal passions, those facts and figures may not be given."

APPENDIX III.2

PRESS COUNCIL OF INDIA

Guidelines on Communal Writings

(November 1968)

Recognising that the Press which enjoys the utmost freedom of expression has a great and vital role to play in educating and moulding public opinion on correct lines in regard to the need for friendly and harmonious relations between the various communities and religious groups forming the fabric of Indian political life and in mirroring the conscience of the best minds of the country to achieve national solidarity, the Press Council of India considers that this object would be defeated communal peace and harmony disturbed and national unity disrupted if the Press does not strictly adhere to proper norms and standards in reporting or commenting on matters which bear on communal relations. Without attempting to be exhaustive, the Council considers, the following as offending against journalistic proprieties and ethics.

1. Distortion or exaggeration of facts or incidents in relation to communal matters or giving currency to unverified rumours, suspicious or inferences as if they were facts and base their comments on them.
2. Employment of intemperate or unrestrained language in the presentation of news or views, even as a piece of literary flourish or for the purpose of rhetoric or emphasis.
3. Encouraging or condoning violence even in the face of provocation as a means of obtaining redress of grievances whether the same be genuine or not.
4. While it is the legitimate function of the Press to draw attention to the genuine and legitimate grievances of any community with a view to having the same redressed by all peaceful, legal and legitimate means, it is improper and a breach of journalistic ethics to invent grievances, or to exaggerate real grievances, as these tend to promote communal illfeeling and accentuate discord.
5. Scurrilous and untrue attacks on communities, or individuals, particularly when this is accompanied by charges attributing misconduct to them as due to their being members of a particular community or caste.
6. Falsely giving a communal colour to incidents which might occur in which members of different communities happen to be involved.
7. Emphasizing matters that are apt to produce communal hatred or illwill or fostering feelings of distrust between communities.
8. Publishing alarming news which are in substance untrue or make provocative comments on such news or even otherwise calculated to embitter relations between different communities or regional or linguistic groups.
9. Exaggerating actual happenings to achieve sensationalism and publication of news which adversely affect communal harmony with banner headlines or in distinctive types.
10. Making disrespectful derogatory or inserting remarks on or reference to the different religions or faiths or their founders.

UK OFFICIAL INFORMATION BILL

ARRANGEMENT OF CLAUSES

Clause

1. Repeal of Section 2 of Act of 1911

PART I

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30. Duty of retired Crown Employees, etc.
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33. Removal, etc. of classification marks.
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34. Penalties.
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PART III

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SCHEDULE — Exempt Documents.

A

BILL

TO

A.D. 1978

Repeal section 2 of the Official Secrets Act 1911, to create a public right of access to official information, and to make new provision in respect of the wrongful communication and handling of official information, and for purposes connected therewith.

Be it enacted by the queen's most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows :—

Repeal of Section 2 of Act of 1911.
1911 c. 28

1. Section 2 of the Official Secrets Act 1911 is hereby repealed.

PART I

ACCESS OF OFFICIAL DOCUMENTS

Right of Access to Official Documents

2—(1) Subject to the following provisions of this part of this Act, every person shall be entitled to obtain access in accordance with this part of this Act to an official document other than an exempt document. (2) in this Part of this Act :

"document" has the meaning assigned to it by section 55(2) of this Act;

"Official document" means a document in the possession of any government department or other authority to which this Part of this Act applies, whether or not originating in that department or authority, but does not include Ministers : correspondence of a personal nature, or dealing with constituency or general political matters;

"exempt document" means a document which by virtue of section 12 of this Act is an exempt document; and exempt matter means matter the inclusion of which in a document causes the document to be an exempt document.

(3) The departments and other authorities to which this Part of this Act applies are—

- (a) the government departments and other authorities for the time being listed in Schedule 2 to the Parliamentary Commissioner Act 1967, and the Cabinet Office, and

1967 c. 13.

- (b) the Regional and Area Health Authorities established by the National Health Service Act 1977.

1977 c. 49.

Exclusion of Certain Documents from s. 2.

3.—(1) A person is not entitled to Obtain access under the last preceding section—

- (a) subject to section 5(a) of this Act, to a document, or a copy of a document, where a period of thirty years has elapsed since the end of the year ending on 31st December in which the document was created;
- (b) to a document that is available to the public, as part of a public register or otherwise, in accordance with another enactment upon payment of a fee or other charge; or
- (c) to a document that is available for purchase by the public in accordance with arrangements made by or on behalf of a government department or other authority to which this part of this Act applies.

Documents created before Act.

4.—(1) Subject to the provisions of this section, the provisions of this Part of this Act apply to documents created before the date on which this Part of this Act comes into effect.

(2) The Secretary of State may by order exclude any such class of documents as are mentioned in the preceding subsection from the operation of this part of this Act.

(3) The power to make orders under this section shall be exercisable by statutory instrument and an order made under this section shall be of an effect unless it has been approved by a resolution of each House of Parliament.

Access to Documents apart from this Act. 1958 c. 51

5. Nothing in this Part of this Act—

- (a) affects the provision of access to documents in accordance with the Public Records Act 1958, or
- (b) is intended to prevent or discourage government departments or other authorities from publishing or giving access to documents (including exempt documents) otherwise than as required by this Part of this Act, where they can properly do so or are required by law to do so.

Applications for Access.

6.—(1) A person who wishes to obtain an official document under this Part of this Act may make an application under this section to the government department or other authority by which the document is held.

(2) Subject to sub-section (3) of this section, an application under this section shall be in such form and shall contain such information relating to the document (being information such as is reasonably necessary to enable the document to be identified by the department or authority to whom the application is addressed) as may be prescribed by the applicable Code of Guidance issued under section 15 of this Act.

(3) An application may be expressed to relate to all documents, or to all documents of a particular description, connected with a particular matter or class of matters, but such an application may be refused if compliance would interfere unreasonably with the business of the department or authority concerned, having regard to any difficulty that would exist in identifying, locating or collating documents containing relevant information within the filing system of the department or authority.

(4) Where an application is made to a department or authority ("the original department or authority") for access to a document and the document is not held by that department or authority but is held by another department or authority, or the subject matter of the document is more closely connected with the functions of another department or authority, the original department or authority may transfer the application to the other department or authority and inform the person making the application accordingly.

(5) Where an application is so transferred to a department or authority, it shall be deemed to be a request made to that department or authority and to be received at the time at which that department or authority received it.

Applications involving use of Computers, etc.

7.—(1) Where—

- (a) an application (including an application of the kind described in section 6(3)) is duly made to a department or authority;
- (b) it appears from the application that the desire of the applicant is for information that is not available in discrete form in documents of the department or authority; and
- (c) the department or authority could produce a written document containing the information in discrete form by—
- (i) the use of a computer or other equipment that is ordinarily available to the department or authority for retrieving or collecting stored information or
- (ii) the making of a transcript from a sound recording held in the department or authority;

the department or authority shall deal with the requests as if it were an application for access to a written document so produced and containing that information and, for that purpose, this Part of this Act applies as if the department or authority had such a document in its possession.

(2) A department or authority is not required to comply with sub-section (1) of this section if compliance would interfere unreasonably with the operations of the department or authority.

Deferment of Access to Policy Documents.

8.—(1) Subject to the provisions of this section, a person may require a department or authority to disclose to him a document notwithstanding that its disclosure would disclose matter in the nature of, or relating to, opinion, advice or recommendation tendered by any person in the course of his official duties for the purpose of the formation of policy within a department or authority to which this Part of this Act applies.

(2) A department or authority which receives an application for such a document may defer the provision of access to the document concerned until the happening of a particular event (including the taking of some action required by law or some administrative action), or until the expiration of a specified time, where it is reasonable to do so in the public interest or having regard to normal and proper administrative practices.

(3) Where the provision of access to a document is deferred in accordance with sub-section (2) of this section, the department or authority shall, in forming the applicant of the reason for the decision, indicate, as far as practicable, the period for which the deferment will operate.

(4) This section does not apply to a document by reason only of purely factual matter therein; to scientific or technical reports, including reports expressing expert opinion on scientific or technical issues; or to reports prepared for the purposes of a department or authority by any body or organisation established for the purpose of making such a report, or reports of that description.

Giving of access.

9.—(1) Upon receiving an application for access under section 6 of this Act, the department or authority shall take all reasonable steps to notify the applicant of a decision on the request as soon as practicable; and where the department or authority after twenty working days from the day on which the request is received fails to notify the applicant of a decision, the department or authority shall be treated as having refused the application.

(2) Subject to this Part of this Act, where an application is duly made by an applicant to a department or authority for access to an official document, the applicant shall be given access to the document as soon as practicable; but no department or authority is required under this Part of this Act to give access to a document at a time when the document is in exempt document.

Deletion of Exempt Matter.

10.—(1) Where a decision is made not to grant access to a document on the ground that it is an exempt document, then if—

- (a) It is practicable for the department or authority to grant access to a copy of the document with such deletions as to make the copy not an exempt document, and
- (b) it appears from the application, or the applicant subsequently indicates that he would wish to have such a copy,

the department or authority shall grant access to such a copy.

(2) Where access is granted to a copy of a document in accordance with the preceding sub-section—

- (a) the applicant shall be informed of the provision of this Part of this Act by virtue of which any matter deleted is exempt matter, and
- (b) unless the applicant requires the department or authority to furnish to him a notice in writing in accordance with section 11 of this Act that section does not apply to the decision that the applicant is not entitled to the whole of the document.

Reasons for Decisions to be given.

11.—(1) Where a decision is taken by a department or authority not to grant access to a document, the department or authority concerned shall give the applicant notice in writing of the decision and the notice shall—

- (a) state the reasons for the decision, and
- (b) inform the applicant of his right to challenge the decision in legal proceedings and of the procedure for complaint to the Parliamentary Commissioner under section 19 of this Act.

(2) A department or authority shall not be required to include in a notice under sub-section (1) above any matter that is of such a nature that its inclusion in an official document would render that document an exempt document.

Exempt documents.

12. A document is an exempt document if it falls within any of the classes of documents set out in the Schedule to this Act.

Publication of Certain Documents

Certain documents to be available for inspection and purchase.

13.—(1) This section applies, in respect of a department or authority to which this Part of this Act applies, to documents that are used by the department or authority in making decisions or recommendations under for the purposes of an enactment or scheme administered by the department or authority, with respect to rights, privileges and benefits, or to obligations, penalties or other deterrents, to or for which persons are or may be entitled or subject, being—

- (a) manuals or other documents containing interpretations, rules, guidelines, practices or precedents; or
- (b) documents containing particulars of such a scheme, not being particulars contained in an enactment as published apart from this Act,

but not including documents that are available to the public as published otherwise than by the department or authority.

(2) A department or authority shall—

- (a) cause copies of all documents to which this section applies in respect of the department or authority that are in use from time to time to be made available for inspection and for purchase by members of the public;
- (b) not later than twelve months after the coming into force of this section cause to be published a statement (which may take the form of an index) specifying the documents of which copies are, at the time of preparation of the statement, so available and the place or places where copies may be inspected and may be purchased; and

- (c) within twelve months after the publication of the statement under paragraph (b) and thereafter at intervals of not more than twelve months, cause to be published statements bringing up-to-date the information contained in the previous statement or statements.

(3) This section does not require a document of the kind referred to in subsection (1) containing exempt matter to be made available in accordance with subsection (2), but, if such a document is not so made available, the department or authority shall, if practicable, cause to be prepared a corresponding document, altered only to the extent necessary to exclude the exempt matter, and cause the document so prepared to be dealt with in accordance with subsection (2).

(4) Sub-sections (2) and (3) apply in relation to a department or authority that comes into existence after the coming into force of this section as if the references in these subsections to the coming into force of this section were references to the day on which the department or authority comes into existence.

Duty to select documents

14. Each department or authority shall make arrangements for the selection and preservation of documents for the purposes of this Part of this Act, notwithstanding that such documents may not be required to be preserved by virtue of section 3 of the Public Records Act 1958. (1958 c. 51.)

Codes of Guidance

Codes of Guidance.

15. (1) Each government department or other authority to which this Part of this Act applies shall compile and make available to the public a Code of Guidance providing such information as may be necessary for members of the public wishing to obtain access to documents held by it.

(2) Without prejudice to the generality of the preceding subsection, each Code shall in particular—

- (a) provide a guide to the cataloguing and other arrangement of the documents to which it relates, and make provision for the inspection of the catalogues and indexes maintained by departments and authorities;
- (b) prescribe the manner in which applications to the department or other authority concerned are under this Part of this Act to be made;
- (c) make provision for the inspection and copying of the documents to which it relates by members of the public during normal office hours; and
- (d) contain a statement of the fees payable by members of the public in pursuance of section 16(1) of this Act.

Fees

16. (1) A government department or other authority may with the concurrence of the Treasury charge such fees to members of the public availing themselves of the facilities provided under this Part of this Act, as are reasonable in respect of the costs of copying any document.

(2) Fees received under sub-section (1) above shall (in the case of any government department or other authority exercising its functions on behalf of the crown) be paid into the Consolidated Fund.

Advisory Council

Advisory Council on Public Records

1958 c. 51..

17. (1) The Advisory Council on Public Records, hereinafter referred to as "the Council", established under section 1(2) of the Public Records Act 1958 shall in addition to the functions exercisable by it under the Act exercise the functions conferred on the Council by this Part of this Act, and accordingly in appointing persons to the Council the Lord Chancellor shall have regard to securing that the membership shall include persons appearing to him to possess knowledge or experience relevant to those functions.

(2) The Parliamentary Commissioner for Administration shall by virtue of his office be a member of the Council.

(3) The Council shall give advice and assistance to government departments and other authorities in connection with the discharge of their functions under this Part of this Act and in particular shall keep under review the operation of arrangements made by departments and authorities for the purposes of section 14.

(4) The Council shall keep under review the operation of this Part of this Act and in particular—

- (a) the advisability of amending it, and
- (b) the advisability of amending other enactments restricting the disclosure of information held by government departments or other authorities.

(5) The Council may, for the purposes of the discharge of its functions under this section, invite submissions from members of the public and may when it appears appropriate hold public hearings.

Review by Parliamentary Commissioner for Administration Investigations by Commissioner.

1967 c. 13.

18. (1) Without prejudice to the powers exercisable by him under the Parliamentary Commissioner Act 1967, the Parliamentary Commissioner for Administration may investigate any action or decision taken by or on behalf of a department, or authority to which this Part of this Act applies, being an action or decision taken in the exercise of administrative functions under this Part of this Act, where a complaint is duly made to him under section 19 of this Act—

- (a) that the refusal of a document or other action complained of cannot be justified on the grounds given by the department or authority; or
- (b) that the person aggrieved has suffered unreasonable delay, obstruction or inconvenience in the course of attempting to obtain access to a document under this Part of this Act.

1967 c. 13.

(2) Except as otherwise provided by this Part of this Act, the provisions of the Parliamentary Commissioner Act 1967 shall apply to investigations by the Commissioner under this Act as they apply to investigations by him under that Act.

(3) For the purposes of an investigation under this section—

- (a) The Commissioner may, notwithstanding section 12(3) of the Parliamentary Commissioner Act 1967 (which excludes investigation of the merits of administrative action), investigate and determine the merits of any decision or action in respect of which a complaint is made to him under this section; and
- (b) section 8(4) of that Act (which protects Cabinet papers from disclosure to the Commissioner) shall not apply in relation to a complaint relating to the exemption of a document by virtue of paragraph 6 of the Schedule.

Provisions relating to complaints.

19. (1) A complaint under this section may be made by any individual, or by anybody of persons whether incorporated or not.

(2) Sections 5(1) and 6(3) of the Parliamentary Commissioner Act 1967 (which provides for complaints to be made in the first place to a member of the House of Commons, and referred by a member of the House to the Commissioner) shall not apply to complaints under this section of this Act, but a complaint shall not be entertained under this Part of this Act by the Commissioner unless it is made in writing to him by or on behalf of the person aggrieved not later than one year from the day on which the person aggrieved first had notice of the matters alleged in the complaint.

(3) Nevertheless the Commissioner may conduct an investigation pursuant to a complaint not made within the aforesaid period if he considers it reasonable to do so.

Reports by Commissioner

20. (1) In any case where the Commissioner conducts an investigation under this Part of this Act, he shall send a report of the results of his investigation—

- (a) to the person who made the complaint;
- (b) to the department or other authority in question; and
- (c) to any person who is alleged in the complaint to have taken or authorised the action or decision complained of.

(2) In any case where the Commissioner decides not to conduct an investigation under this Part of this Act, he shall send a statement of his reasons for doing so to the person who made the complaint and to the department or other authority in question.

(3) If, after conducting an investigation under this Part of this Act, it appears to the Commissioner—

- (a) that the action or decision complained of was not justified on the grounds given by the department or authority; or
- (b) that the delay, obstruction or inconvenience complained of was unreasonable, and that the grievance has not been, and is not likely to be, remedied satisfactorily by the department or authority, he may, if he thinks fit, lay before each House of Parliament a special report on the case.

(4) The Commissioner shall annually lay before each House of Parliament a general report on the performance of his functions under this Part of this Act and may from time to time

lay before each House of Parliament such other reports with respect to those functions as he thinks fit.

Miscellaneous

Protection against actions for defamation etc.

21. (1) Where access has been given to a document and—

- (a) the access was required by this Act to be given; or
- (b) the access was authorised in good faith in the belief that the access was required by this Act to be given;

no action for defamation or breach of confidence shall lie by reason of the authorising or giving of access.

(2) The giving of access to a document (including an exempt document) in consequence of an application under this part of this Act shall not be taken, for the purposes of the law relating to defamation or breach of confidence, to constitute an authorisation or approval of the publication of the document or of its contents by the person to whom access was given.

Protection in respect of offences.

22. Where access has been given to a document and—

- (a) the access was required by this Act to be given; or
- (b) the access was authorised in good faith in the belief that the access was required by this Act to be given;

neither the person authorising the access nor any person concerned in the giving of the access shall be guilty of an offence by reason only of the authorising or giving of the access.

Interpretation.

1967 c. 13.

23. In this part of this Act (and in applying the provisions of the Parliamentary Commissioner Act 1967 thereto):
 “action” includes failure to act, and other expressions connoting action shall be construed accordingly;
 “the Commissioner” means the Parliamentary Commissioner for Administration; and
 “person aggrieved” means the person who claims or is alleged to have been improperly treated as mentioned in section 18(1)(a) or (b) of this Act.

PART II

WRONGFUL COMMUNICATION OF OFFICIAL INFORMATION

Preliminary

Application of Part II

24. This Part of this Act applies to the following descriptions of documents and information, namely—

- (a) documents relating to defence, security or intelligence which have been classified in accordance with section 26 of this Act (in this part of this Act referred to as classified documents);
- (b) information relating to the contents of any classified document;
- (c) other information relating to defence security or intelligence, apart from information contained in or relating to a classified document, where it is certified to the court by the Secretary of State that, if the information had

been contained in a document prepared on behalf of the Crown, the document ought to have been classified as mentioned in paragraph (a) above; provided that this Part of this Act shall not apply to any information (whether published in this country or abroad) already legitimately available to the public;

- (d) information which is likely to be helpful in the commission of offences, or in facilitating an escape from legal custody, or the unauthorised disclosure of which would be likely to impede the prevention or detection of offences or the apprehension of offenders; and
- (e) information relating to any identifiable individual whether given by reason of the exercise of compulsory powers or otherwise, and whether or not given on an express or implied basis of confidence.

Meaning of certain expressions in Part II.

1953 c. 50.

1911 c. 28.

1964 c. 48.

25. In this Part of this Act—

“Crown employee” means a Minister of the Crown; a person employed under or for the purposes of a government department, including employment as a member of the naval, military or air forces of the Crown or of any women’s service administered by the Defence Council; a person employed by an association established for the purpose of the Auxiliary Forces Act 1953; any person who is declared by any enactment to hold office under Her Majesty for the purposes of the Official Secrets Act 1911; a member of any police force within the meaning of the Police Act 1964 (and any special constable, police cadet or civilian employee appointed or employed for the purposes of any such force); a member of the legal profession acting for the Crown for such a police force; and any person employed by or acting under the direction or control of a person mentioned above; and “government contractor” means a person holding a contract made on behalf of Her Majesty, a person holding a sub-contract made for the purposes of any such contract, and any person employed by or acting under the direction or control of a person holding any such contract or sub-contract.

Classification

Classification of Defence Information, etc.

26. (1) Where in the opinion of the responsible Minister the unauthorised disclosure of any document relating to defence, security or intelligence matters would cause serious injury to the interests of the nation or endanger the life or safety of any British subject, he may classify it as secret or where appropriate defence and international confidential, in accordance with the following provisions of this Act.

(2) Where any document, when taken together with any other document, whether of a similar kind or not, would furnish information falling within the preceding sub-section, then that document may be classified under this Part of this Act even though its contents if disclosed on their own would have no such effect as is mentioned in that subsection.

(3) For the purposes of this Part of this Act, but subject to the following provisions of this Part of this Act—

- (a) a document shall continue to have the status of a classified document, notwithstanding the unauthorised removal of any classification mark from it, and
- (b) where a copy is made of any classified document omitting any classification mark that the original bears, the copy shall be treated as if it were a document that had been classified under this Part of this Act in like manner as the original.

(4) The Secretary of State may certify to the court that a document created before this Part of this Act comes into effect, and classified on any of the grounds mentioned in this section, would if it had been created after the coming into effect of this Part of this Act have been a classified document under this section, and the provisions of this Part of this Act shall accordingly apply to it as they apply to such a document.

(5) In this Part of this Act “responsible Minister” means—

- (a) in relation to a government department the Minister in charge of the department, and
- (b) in relation to any other authority, the Minister declared by the regulations made under section 27 of this Act to be the responsible Minister in respect of that authority.

Regulations for Classification.

27. (1) The Secretary of State shall make regulations prescribing the practice and procedure to be followed by departments and other authorities in classifying documents under section 26 of this Act.

(2) Without prejudice to the generality of the preceding sub-section, such regulations shall in particular provide provision—

- (a) requiring any document classified under the said section 26 to bear an indication of that fact, including the expressions “secret” or “defence and international confidential”, in such manner as may be prescribed by the regulations;
- (b) specifying for each department or authority the categories of persons having authority to make decisions relating to the classification of documents under this section; and
- (c) providing for the review from time to time by departments and authorities of such decisions (including provision for the declassification of any description of documents specified in the regulations at intervals so specified and for arrangements for removing any classification imposed under this Part of this Act from particular documents or classes of documents).

(3) No regulations shall be made under this section unless a draft of the regulations has been laid before Parliament and approved by resolution of each House of Parliament.

Offences

Wrongful Communication by Crown employees

28. (1) Subject to the provisions of this Part of this Act, if any Crown employee, having in his possession or control any classified document or any information to which this Part of his Act applies, which he has obtained or to which he has

access by virtue of his position as a Crown employee, communicates, contrary to his official duty, the document or information to any person, he shall be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under this section to prove that at the time of the alleged offence he did not know—

- (a) that he was acting contrary to his official duty; or
- (b) that the document was classified; or
- (c) in the case of information relating to defence, security or intelligence matters, other than information contained in or relating to a classified document, that the unauthorized communication thereof by him would or might cause serious injury to the interests of the nation or endanger the life or safety of any British subject; or
- (d) that the information was of any such description as is specified in section 24(d) and (e) of this Act.

Wrongful Communication by Government contractors, etc.

29. (1) Subject to the provisions of this Part of this Act, if any person having in his possession or control any document, or information to which this Part of this Act applies, which he has obtained or to which he has had access owing to his position as a Government contractor, or which has been entrusted to him in confidence by a Crown employee, communicates the document, article or information to any person otherwise than for the purposes of the contract, or, as the case may be, for the purposes for which it was entrusted to him, except in accordance with an authorisation given to him on behalf of the Crown, or communicates the document, article or information to any person contrary to any restriction imposed by the Crown, he shall be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under sub-section (1) of this section to prove—

- (a) that, at the time of the alleged offence, he believed that he had communicated the document or information for the purposes of the contract, or (as the case may be) for the purposes for which the document, article or information was entrusted to him, or in accordance with an authorisation given to him on behalf of the Crown, or that the communication was not contrary to any restriction imposed on behalf of the Crown; or

- (b) that he did not know that—

- (i) the document was classified; or
- (ii) in the case of information relating to defence, security or intelligence matters, other than information contained in or relating to a classified document that the unauthorised communication thereof by him would or might cause serious injury to the interests of the nation or endanger the life or safety of any British subject; or

- (iii) that the information was of any such description as is specified in section 24(d) and (e) of this Act.

(3) It shall be a defence for a person charged with an offence under sub-section (1) of this section to prove that, at the time of the alleged offence, he believed that he had communicated the document, article or information in accordance with an authorisation given on behalf of the Crown to him or to some other person in terms applicable to him.

(4) Without prejudice to the preceding provisions of this section, a person shall not be convicted of an offence under this section unless it is proved that at the time of the alleged offence the provisions of this Part of this Act had been brought to his notice as applying to the document or information concerned or to documents or information of that description.

Duty of retired Crown Employees, etc.

30. (1) Subject to the provisions of this Part of this Act, where a person has come into possession or control of any document or information to which this Part of this Act applies by virtue of his position as a Crown employee, or government contractor or person entrusted with that document or information in confidence by a Crown employee, and has retired or otherwise ceased to be concerned with the matters by reason of which he came into its possession, he shall, if he subsequently communicates that document or information to any person otherwise than in accordance with an authorisation given to him on behalf of the Crown, be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under this section to prove that he believed that he had communicated the document or information in accordance with an authorisation given on behalf of the Crown to him or to some other person but in terms applicable to him.

General Duty to protect Official information

31. (1) Where any person comes into possession or control of any document or information to which this Part of this Act applies [otherwise than by virtue of section 24(a) thereof], which in the course of reaching him was communicated to any person in contravention of section 28 or section 29 of this Act, then if, knowing that it had been so communicated, he communicates it to any person except in accordance with an authorisation given to him on behalf of the Crown, or for the purpose of obtaining such an authorisation, or of delivering it to a Crown employee or of obtaining instructions about its return or disposal, he shall be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under sub-section (1) above to prove that he believed that he had acted in accordance with an authorisation given on behalf of the Crown to him, or given to some other person but in terms applicable to him.

(3) Without prejudice to the preceding provisions of this section, a person who comes into possession of a classified document which at the time bears the appropriate classification mark, and who subsequently communicates it to any person except for the purpose of delivering it to a Crown employee, or of obtaining instructions as to its return or disposal, shall, unless he proves that he did not know that the unauthorised disclosure of the document would or might cause serious injury to the interests of the nation, or endanger the life or safety of any British subject, be guilty of an offence.

Careless handling of official information.

32. Subject to the provisions of this Part of this Act, where a person has come into possession or control of any document or information to which this Part of this Act applies by virtue of his position as a Crown employee, or government contractor or person entrusted with that document, article or information in confidence by a Crown employee, then if he—

- (a) retains the document or information contrary to his official duty, or fails to comply with any direction given

to him on behalf of the Crown with regard to the return or disposal of the document, or

- (b) fails to take reasonable care of the document, he shall be guilty of an offence.

Removal, etc. of classification marks.

33.—It shall be an offence for a person knowingly to remove, alter or deface any classification mark placed on a document in pursuance of section 26 of this Act otherwise than in accordance with regulations made under that section.

Penalties, etc.

Penalties

34.—(1) A person guilty of an offence under any of the provisions of this Part of this Act other than section 32 shall be liable on conviction on indictment to imprisonment for a term not exceeding two years, or a fine or both, or on summary conviction to imprisonment for a term not exceeding six months, or a fine not exceeding £ 1,000 or both.

(2) A person guilty of an offence under section 32 of this Act shall be liable on summary conviction to imprisonment for a term not exceeding six months or a fine not exceeding £ 1,000 or both.

Prosecution of Offences

35.—(1) Subject to sub-section (2) of this section a prosecution for an offence under this Act shall not be instituted except by or with the consent of the Attorney General.

(2) A prosecution for an offence in respect of such information as is mentioned in paragraph (d) of section 24(1) of this Act shall not be instituted in England and Wales except by or with the consent of the Director of Public Prosecutions, or in Northern Ireland the Director of Public Prosecutions for Northern Ireland.

(3) Notwithstanding the preceding provisions of this section, a person charged with an offence under this Act may be arrested, or a warrant for his arrest may be issued and executed, and any such person may be remanded in custody or on bail notwithstanding that the consent of the Attorney General or, as the case may be, the Director of Public Prosecutions or the Director of Public Prosecutions for Northern Ireland to the institution of a prosecution has not been obtained, but no further or other proceedings shall be taken until that consent has been obtained.

Transitional

36. This part of this Act shall have effect only in relation to offences wholly or partly committed on or after the date on which it comes into force.

PART III

Miscellaneous

Financial Provisions

37. There shall be paid out of money provided by Parliament—

- (a) any expenses incurred by a Minister of the Crown or a government department in consequence of the provisions of this Act;

- (b) the expenses of the Commissioner under this Act, to such amount as may be sanctioned by the Treasury; and

- (c) any increase attributable to this Act in the sums payable out of money so provided under any other enactment.

Construction.

38.—(1) Subject to the provisions of this section and except where the context otherwise requires, expressions used in this Act shall be construed as if they appeared in the Official Secrets Acts 1911 to 1939; and references in any enactment to an offence under those Acts shall be construed as including a reference to an offence under this Act.

(2) In this Act, “document” includes any written or printed matter, any map, plan or photograph, and any article or thing that has been so treated in relation to any sounds or visual images that those sounds or visual images are capable, with or without the aid of some other device, of being reproduced from the article or thing, but—

- (a) for the purposes of Part I thereof does not include library material maintained for reference purposes; and

- (b) for the purposes of Part II thereof includes a part of a document.

(2) In this Act, without prejudice to the generality of those expressions—

- (a) the expression “defence” includes the defence of allied states, and in particular covers the following matters, namely—

(i) the Armed Forces of the Crown and matters relating thereto;

(ii) military weapons, stores, equipment and systems of all kinds and research, development and production relating thereto;

(iii) defence policy and strategy and military planning including plans and measures for the maintenance of essential supplies and services in time of war; and

(iv) military treaties and arrangements with the governments of other states, and with organisations of governments or states; and

- (b) the expressions “security” and “intelligence” include the work of the security and intelligence services and information held by them, and internal defence and security plans and measures relating thereto, including measures for the maintenance and restoration of public order or of essential supplies and services in contingencies short of war.

Application of certain provisions of the Official Secrets Acts

1911 c. 29.

39. The following provisions of the Official Secrets Act 1911

section 6 (power to arrest);

section 9(1) (search warrants);

section 10 (extent of Act and place of trial of offence);

section 11 (savings for laws of British possessions); and

1920 c. 75.

section 8(3) and (4) of the Official Secrets Act 1920 (place and commission of offence and power to exclude public from trial).

1911 c. 28.

shall apply to offences under this Act as they apply to offences under the Official Secrets Act 1911.

Short title and commencements

40.—(1) This Act may be cited as the Official Information Act 1979.

(2) This Act shall come into force on such day as the Secretary of State may appoint by order made by statutory instrument; and different dates may be appointed for different purposes.

Section 9.

SCHEDULE

EXEMPT DOCUMENTS

1.—(1) Any document containing information the disclosure of which would or might impair—

- (a) the defence or security of the United Kingdom or any territory for which Her Majesty's government in the United Kingdom has responsibility; or
- (b) the relations or dealings between the Government of the United Kingdom and any other government or any international organisation of states or governments in the conduct of foreign affairs.

or would divulge any confidence of the Government of another country.

(2) A document shall not be regarded as falling within paragraph 1(b) above by reason only that it concerns any community institution or member state of the communities.

2. Any document which could not be disclosed without contravening a prohibition imposed by or under any enactment apart from this Act.

3. Any document relating to law enforcement or the investigation of crime, where disclosure would or might endanger the life or safety of any person, or be helpful in the commission of offences or in aiding escapes from any prison, or be likely to impede the prevention or detection of offences or the apprehension or prosecution of offenders.

4. Any document which would be privileged in legal proceedings on the grounds of legal professional privilege.

5. Any document relating to any identifiable individual the disclosure of which would or might amount to a breach of confidence or an invasion of the privacy of any individual (including a deceased person) apart from the applicant.

6. Without prejudice to the preceding provisions of this Schedule, any document relating to the proceedings of the Cabinet, or any Cabinet committee until five years from the date on which the document had its origin.

APPENDIX IV.2

TOTAL NUMBER OF NEWSPAPERS AND NUMBER OF NEWSPAPERS FOR WHICH CIRCULATION DATA WAS NOT AVAILABLE FROM 1963 TO 1979

Year	Total No. of news- papers	No. of newspapers for which	Percent- age of defaul- ters	1	2	3	4	5
		Circulation data is available	Circulation data is not available	1969 . . .	10,281	6,353	3,928	38.2
				1970 . . .	11,936	6,483	4,553	41.2
				1971 . . .	12,218	6,634	5,584	45.7
				1972 . . .	11,826	7,493	4,433	37.2
				1973 . . .	12,653	8,055	4,598	36.3
				1974 . . .	12,185	7,459	4,726	38.8
				1975 . . .	12,423	7,914	4,509	37.1
				1976 . . .	13,320	7,537	5,783	43.4
				1977 . . .	14,531	7,763	6,768	46.6
				1978 . . .	15,814	8,146	7,668	48.5
				1979 . . .	17,168	8,052	9,116	53.1
1	2	3	4	5				
1963 . . .	7,790	5,888	1,902	24.4				
1964 . . .	8,186	5,625	2,536	31.1				
1965 . . .	7,906	5,972	1,934	24.5				
1966 . . .	8,640	6,173	2,467	37.4				
1967 . . .	9,315	6,308	3,007	32.4				
1968 . . .	10,019	7,671	3,348	33.4				

Source : PNI's ANNUAL REPORTS

Source : RNI's ANNUAL REPORTS

ANALYSIS OF RESPONSES TO THE QUESTIONNAIRE ON RIGHT TO PRIVACY

The Questionnaire was addressed to 7,138 persons belonging to various professions. The addressees included Members of Parliament, Advocate-Generals in States, members of Bar Associations, eminent lawyers, journalists and public men. Their response was very poor. In all, only 229 responded.

In answer to the first question whether it is legitimate for the Press to disclose facts concerning the private life of an individual, 30 of the 229 respondents thought that it was legitimate. One hundred and seventy-four thought it otherwise, while 25 were undecided or did not respond.

The answer to the second question where addressees were asked to give some criterion for distinguishing public interest from mere curiosity was vague on the whole. One hundred and thirty-seven respondents out of 229 gave some kind of a definition on curiosity which can be broadly summed up as follows: "Curiosity is evincing interest in the private life of a person which has no bearing on his public life". Sixteen of the respondents thought that the difference between curiosity and public interest is difficult to define while 76 persons said they had no view to offer. There were a variety of definitions of public interest. Fifty-seven respondents thought that public interest covers issues over which the public as a whole feels concerned. Forty-seven said that the private life of a person holding office which has bearing on matters of social and national concern is a public interest. Sixteen persons thought that misuse of official position by persons holding a public office is of public interest. Five persons said that any activity, e.g. economic, political, social or cultural or even criminal whose exposure would act as a deterrent, is a subject-matter of public interest. Similarly five other respondents thought that the private life of a person holding a public office which is a bad example for other office holders and the society at large, is a public interest. Four persons thought that public interest is what the public ought to know so that they can form an opinion and take up informed attitude. Two persons said that the private life of a public person which by example inspires the public is of public interest. Sixteen respondents merely answered the question by saying that establishing a difference between curiosity and public interest is difficult. Seventy-seven persons had no comments to offer.

On the third question as to the grounds when the disclosure of facts of the private life of a public man or a person prominent in the public eye can be justified in newspaper reports, the response was equally varied. Seventy-five of the respondents said that the disclosure is justified when the matter has a bearing on vital social or national interest. Forty-three respondents thought that the disclosure will be justified when the official authority is misused by the holder of the public office for self-interest. Nine persons said that when a prominent or public man leads an immoral personal life, disclosure will be justified. Seven thought that there will be such a justification when by an example a prominent or public person inspires the public. Two persons expressed the opinion that when disclosures assist the public to study the character of prominent or public persons they will be justified. One person said that when such disclosures have a correcting influence on prominent or public persons, they

will be justified. Seven persons merely said that disclosures should be avoided. Forty-one respondents evaded the question by saying that establishing a difference between private and public activity is difficult. Forty-four respondents had no comments to offer.

On question No. 4 where addressees were asked to give some examples of invasions of privacy which, in their view, are in the public interest, the majority of the respondents (154 out of 229) did not cite any example. The following cases were cited as in the public interest.

	No. of Respondents
(a) Profumo case	24
(b) Sushma-Suresh affair	14
(c) The doings of Kanti Desai	7
(d) Matters relating to Indira Gandhi	4
(e) Morarji Desai's Water of Life therapy	4
(f) The private affairs of Pratap Singh Kairen and his sons	3
(g) Matters pertaining to Sanjay Gandhi	4

Cases of invasion of privacy cited by the respondents were Kennedy affairs, the Murder of Surupa Guha, alleged scandal concerning Narendra Singh Bhatti, a Rajasthan Minister (*Sunday* January 1981), owning of a confectionary shop by Jyoti Basu's son; Sumitra episode in Karnataka, a Maharashtra Minister spending an exorbitant amount of money on his daughter's wedding, the supposed extravagant life-style of Biju Patnaik, the sex racket reportedly prevailing among higher level bureaucrats in U.P. (*National Herald*) in the last quarter of 1980; death of Devraj Urs's daughter; Haryana CM's alleged illicit relations with a dancing girl (*Mathrubhoomi*, -7-3-1980 and *Jannabhoomi*, 8-3-1980); the case of P.V. Subbiah (p. 3 of *Blitz*, 21-2-1981); a Minister in West Bengal allegedly falsifying the qualifications of his sister to get her a job; private life of Channa Reddy, and the private life of A. B. Vajpayee. One respondent has given the following "hypothetical illustrative situations":

(i) A visiting dignitary—say, the President or Prime Minister of a foreign country—has a certain accomplishment by way of professional achievement, and (in some form of other) makes this known, either by a visit to an institution concerned with that profession, or an interview or meeting with some person in India who has similar interest. Publication of details concerning such accomplishment is illegitimate, so that the public may be able to know the whole personality of the dignitary. This may also apply to the spouse of the dignitary—for example, the reports published in the newspapers in New Delhi (3rd March to 5th March, 1981) as to the Homoeopathic qualifications of the wife of the President of Federal Republic of Germany.

(ii) A dignitary makes in Parliament (or otherwise in public) a statement concerning a facet of his private life. Further information on the same facet intended to elucidate what was stated in Parliament or in public, or to furnish the background thereto, may be legitimately published.

Of course, the information published must be true and published in good faith. These two ingredients are intended to be common to all the categories which are to be exempted from the (proposed) right to privacy. This would obviously rule out occasions of blackmail or vindictiveness. It is also necessary that the information must be non-defamatory. (Reform of the law of defamation is a separate matter from the right to privacy).

On question No. 5, where addressees were asked to give some examples of invasions of privacy which, in their opinion, were not in the public interest and were undesirable, 179 of the 229 respondents did not cite any example. The following cases were cited by the respondents as undesirable and not in the public interest.

	No. of Respondents
(a) Publicity given to M.O. Mathai's book	14
(b) Sushma-Suresh affair.	10
(c) Morarji Desai's water of life therapy	5
(d) Pertaining to Scindia family	2
(e) Pertaining to Sanjay Gandhi	2
(f) Ted Kennedy's divorce (<i>Sunday</i> , 21-1-1981)	1

Other cases of undesirable invasions of privacy mentioned were: land dealings of Charan Singh's son-in-law; private life of M.G.R.; PM visiting temples, Surupa murder case, murder in Lord Sinha's family; private life of Uttam Kumar; marriage of Begam Sajida of Malerkotla; George Fernandes' relations with Shnehlata Reddy; affairs of Narendra Bhatti (Surya); and "Bina Samachar" in *Naybharat*, Bhopal of 19-2-1980 on p. 5. One respondent has given the following "hypothetical illustrative situations" of invasions of privacy which are in the public interest :

(i) A visiting dignitary from a foreign country had been divorced on two or three occasions, or is suffering from a cer-

tain disease or is an addict of certain drugs or drinks. Such information, even if true, should not be published. Such matters may satisfy curiosity, but are not legitimate matters of public interest.

(ii) A young woman dies or burns. Her picture should not be published in the Press, unless the relatives concerned seek publication (it goes without saying that even in the case of living persons, publication with consent should be regarded as unobjectionable) or otherwise give consent to publication or unless a photo of the scene of fire is published as a matter of public interest.

(iii) Publication of the photographs of persons who have died as a result of a disaster, suicide, homicide or other crime should not ordinarily be regarded as legitimate, unless with the consent of the relatives concerned or unless the photographs are published in a manner that avoids a possibility of identification.

On question 6(a) where addressees were asked to say whether they agree or disagree with reckless allegations made in newspaper reports in respect of an individual's private life in the name of investigative reporting, 112 of the 229 respondents said they agreed. Seventy-four did not agree and 43 had no response.

On question 6(b) where those who answered question 6(a) in the affirmative were asked to specify if in their opinion it constituted an invasion of the individual's right to privacy, seventy-four agreed that it was an invasion of privacy, two respondents disagreed and 36 had no opinion to offer. Only 11 respondents cited examples. Examples mentioned were: Surupa Guha murder case; Sushma Suresh affairs; reported embarrassment by a well-known resident of Faizabad case of Narendra Bhatti; a Rajasthan Minister; private life of A.B. Vajpayee; family feuds in Scindia family; M.O. Mathai's book; Morarji Desai's urine therapy and rumours about the private life of Sanjay Gandhi.

On question 7 where the addressees were asked to suggest measures to safeguard the individual's right to privacy without impairing the freedom of the Press, 24 of 229 respondents had no opinion. The rest suggested one of the three remedies given in the question, namely, Constitutional, Legal and Institutional. Constitutional remedy was suggested by 78 respondents, legal remedy by 91 and Institutional by 101. Thirty-five respondents favoured two safeguards while 16 were in favour of all the three safeguards.

POWERS AND FUNCTIONS OF THE PRESS COUNCIL (1965 ACT)

1. *Objects and Functions of the Council*

(1) The object of the Council shall be to preserve the freedom of the Press and to maintain and improve the standards of newspapers in India.

(2) The Council may, in furtherance of its object, perform the following functions, namely :

- (a) to help newspapers to maintain their independents;
- (b) to build up a code of conduct for newspapers and journalists in accordance with high professional standards;
- (c) to ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship;
- (d) to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism;
- (e) to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance;
- (f) to keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government;

Provided that nothing in this clause shall proclude the Central Government from dealing with any case of assistance received by a newspaper or news agency in India from foreign sources in any other manner it thinks fit;

- (g) to promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable.
- (h) to provide facilities for the proper education and training of persons in the profession of journalism;
- (i) to promote a proper functional relationship among all classes of persons engaged in the production of publication of newspapers;
- (j) to study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies therefor;
- (k) to promote technical or other research;

(1) to do such other acts as may be incidental or conducive to the discharge of the above functions.

2. *Power to Censure*

(1) Where, on receipt of a complaint made to it or otherwise, the Council has reason to believe that a newspaper has offered against the standards of journalistic ethics or public tests or that an editor of a working journalist has committed any professional misconduct or a breach of the code of journalistic ethics, the Council may, after giving the newspaper, the editor or journalist concerned an opportunity of being heard, hold an inquiry in such manner may be provided by regulations made under this Act, and if it is satisfied that it is necessary so to do, it may, for reasons to be recorded in writing, censure the newspaper, the editor or journalist, as the case may be.

(2) Nothing in sub-section (1) shall be deemed to empower the Council to hold an inquiry into any matter in respect of which any proceeding is pending in a court of law.

(3) The decision of the Council under sub-section (1), shall be final and shall not be questioned in any court of law.

3. *General Powers of the Council*

(1) For the purpose of performing its functions under this Act, the Council may require the publisher of any newspaper to furnish to it information on such points or matters as it may deem necessary.

(2) While holding any inquiry under this Act, the Council shall have the same powers as are vested in a civil court while trying a suit under the Code of Civil Procedure, 1908, in respect of the following matters, namely :—

- (a) summoning and enforcing the attendance of persons and examining them on oath;
- (b) requiring the discovery and production of documents;
- (c) receiving evidence on affidavits;
- (d) issuing commissions for the examination of witnesses or documents.

(3) Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code.

POWERS AND FUNCTIONS OF THE PRESS COUNCIL (1978 Act)

1. Objects and Functions of the Council

(1) The objects of the Council shall be to preserve the freedom of the Press and to maintain and improve the standards of newspapers and news agencies in India.

(2) The Council may, in furtherance of its objects, perform the following functions, namely :—

- (a) to help newspapers and news agencies to maintain their independence;
- (b) to build up a code of conduct for news papers, news professional journalists in accordance with high agencies and standards;
- (c) to ensure on the part of newspapers, news agencies and journalists, the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship;
- (d) to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism;
- (e) to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance;
- (f) to keep under review cases of assistance received by any newspaper or news agency in India from any foreign source including such cases as are referred to it by the Central Government or are brought to its notice by any individual, association of persons or any other organisation :

Provided that nothing in this clause shall preclude the Central Government from dealing with any case of assistance received by a newspaper or news agency in India from any foreign source in any other manner it thinks fit;

- (g) to undertake studies of foreign newspapers, including those brought out by any embassy or other representative in India of a foreign State, their circulation and impact.

Explanation.—For the purposes of this clause, the expression “foreign State” has the meaning assigned to it in section 87-A of the Code of Civil Procedure, 1908;

- (h) to promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers or in news agencies :

Provided that nothing in this clause shall be deemed to confer on the Council any functions in regard to disputes to which the Industrial Disputes Act, 1947, applies;

- (i) to concern itself with developments such as concentration of or other aspects of ownership of newspapers and news agencies which may affect the independence of the Press;
- (j) to undertake such studies as may be entrusted to the Council and to express its opinion in regard to any matter referred to it by the Central Government;

- (k) to do such other acts as may be incidental or conducive to the discharge of the above functions.

2. Power to Censure

(1) Where, on receipt of a complaint made to it or otherwise, the Council has reason to believe that a newspaper or news agency has offended against the standards of journalistic ethics or public taste or that an editor or a working journalist has committed any professional misconduct, the Council may, after giving the newspaper, or news agency, the editor or journalists concerned an opportunity of being heard, hold an enquiry in such manner as may be provided by regulations made under this Act and, if it is satisfied that it is necessary so to do, it may, for reasons to be recorded in writing, warn admonish or censure the newspaper, the news agency, the editor or the journalist or disapprove the conduct of the editor or the journalist, as the case may be :

Provided that the Council may not take cognizance of a complaint if in the opinion of the Chairman, there is no sufficient ground for holding an inquiry.

(2) If the Council is of the opinion that it is necessary or expedient in the public interest so to do, it may require any newspaper to publish therein in such manner as the Council thinks fit, any particulars relating to any inquiry under this section against a newspaper or news agency, an editor or a journalist working therein, including the name of such newspaper, news agency, editor or journalist.

(3) Nothing in sub-section (1) shall be deemed to empower the Council to hold an inquiry into any matter in respect of which any proceeding is pending in a court of law.

(4) The decision of the Council under sub-section (1), or sub-section (2), as the case may be, shall be final and shall not be questioned in any court of law.

3. General Powers of the Council

(1) For the purpose of performing its functions or holding any inquiry under this Act, the Council shall have the same powers throughout India as are vested in a civil court while trying a suit under the Code of Civil Procedure, 1908, in respect of the following matters, namely :—

- (a) summoning and enforcing the attendance of persons and examining them on oath;
- (b) requiring the discovery and inspection of documents;
- (c) receiving evidence on affidavits,
- (d) requisitioning any public record or copies thereof from any court or office;
- (e) issuing commissions for the examination of witnesses or documents; and
- (f) any other matter, which may be prescribed.

(2) Nothing in sub-section (1) shall be deemed to compel any newspaper, news agency, editor or journalist to disclose the source of any news or information published by that newspaper or received or reported by that news agency, editor or journalist.

(3) Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code.

(4) The Council may, if it considers it necessary for the purpose of carrying out its objects or for the performance of any of its functions under this Act, make such observations, as it may think fit, in any of its decisions or reports, respecting the conduct of any authority, including Government.

4. Levy of Fees

(1) The Council may, for the purpose of performing its functions under this Act, levy such fees, at such rates and in such manner, as may be prescribed, from registered newspapers and news agencies and different rates may be prescribed for different newspapers having regard to their circulation and other matters.

(2) Any fees payable to the Council under sub-section (1) may be recovered as an arrear of land revenue.

APPENDIX VII.3

LIST OF NEWSPAPERS ADMONISHED, WARNED OR CENSURED BY THE PRESS COUNCIL

Year of Report	Admonished	Warned	Censured
1968	—	<ol style="list-style-type: none"> 1. <i>Interview</i> (Urdu weekly), Bangalore. 2. <i>Salar</i> (Urdu daily), Bangalore. 3. <i>Karnataka Leader</i> (Urdu weekly), Bangalore. 	<ol style="list-style-type: none"> 1. <i>Lalkar</i> (Urdu weekly), Dharamshala. 2. <i>Hardwar Darshan</i> (Hindi daily), Hardwar.
1969	1. <i>Mother India</i> (English monthly), Bombay.	<ol style="list-style-type: none"> 1. <i>Vikrama</i> (Kannada weekly), Bangalore. 2. <i>Interview</i> (Urdu weekly), Bangalore. 3. <i>AL Jamiat</i> (Urdu daily), Delhi. 4. <i>Indian Observer</i> (English weekly), Delhi. 5. <i>Urdu Reporter</i> (Urdu daily), Bombay. 6. <i>Naqsh-e-Kokan</i> (Urdu daily), Bombay. 7. <i>Hayat-e-Millat</i> (Urdu daily), Bombay. 8. <i>General Times</i> (Urdu weekly), Bombay. 9. <i>Payam-e-Mashriq</i> (Urdu weekly), Delhi. 10. <i>Vivek</i> (Marathi weekly), Bombay. 11. <i>Mother India</i> (English monthly), Bombay. 12. <i>Confidential Adviser</i> (English monthly), Delhi. 	<ol style="list-style-type: none"> 1. <i>Navashakti</i> (Tamil daily), Madras. 2. <i>Zam Zam</i> (Urdu weekly), Bangalore. 3. <i>Nama Nigar</i> (Urdu daily), Bombay.
1970	—	—	<ol style="list-style-type: none"> 1. <i>Confidential Adviser</i> (English monthly), Delhi. 2. <i>Masurashram Patrika</i> (English monthly), Bombay. 3. <i>Sobat</i> (Marathi weekly), Pune. 4. <i>Marmik</i> (Marathi weekly), Bombay.
1971	—	<ol style="list-style-type: none"> 1. <i>Mujahid</i> (Gujarati fortnightly), Surat. 2. <i>Jawani Diwani</i> (Urdu monthly), Delhi. 3. <i>Loka Lok</i> (Hindi weekly), Delhi. 	<ol style="list-style-type: none"> 1. <i>Masurashram Patrika</i> (English monthly), Bombay. 2. <i>Haryana Mail</i> (English monthly), Chandigarh. 3. <i>Jawani Diwani</i> (Urdu monthly), Delhi. 4. <i>Mother India</i> (English monthly), Bombay. 5. <i>Marathwada Times</i> (Hindi weekly), Aurangabad.
1972	—	—	<ol style="list-style-type: none"> 1. <i>Veer Rashtra</i> (Marathi weekly), Aurangabad. 2. <i>Campus Reporter</i> (English fortnightly), Delhi. 3. <i>Daman Virodh</i> (Hindi weekly), Meerut.

Year of Report	Admonished	Warned	Censured
1973	1. <i>Rupangana</i> (Gujarati weekly), Ahmedabad. 2. <i>Sigappu Nadu</i> (Tamil daily), Madras.	1. <i>Navashakti</i> (Tamil daily), Madras. 2. <i>Hindu</i> (Hindi daily), Meerut.	1. <i>Apne Log</i> (Hindi weekly), Hardwar. 2. <i>Yug Mandal</i> (Hindi weekly), Mathura.
1974	—	—	1. <i>Nirbhid</i> (Marathi weekly), Kolhapur. 2. <i>Murari</i> (Marathi monthly), Bombay.
1980	1. <i>Gavakari</i> (Marathi daily), Nasik.	1. <i>Sunday</i> (English weekly), Calcutta. 2. <i>Hitavada</i> (English daily), Bhopal.	—

Year of Report	Disapproval*	Admonished	Warned	Censured
1981	1. <i>Hindu</i> (English daily), Madras.	—	1. <i>Azimabad Express</i> (Urdu weekly), Patna. 2. <i>Hitavada</i> (English daily), Bhopal.	1. <i>Hitavada</i> (English daily), Bhopal.

*Section 14(1) of the Press Council Act, 1978 introduces a new category of adverse notice, "disapproval". The Press Council Act, 1965 did not contain the provision for "disapproval".

APPENDIX VII.4

ALL INDIA NEWSPAPER EDITORS' CONFERENCE

CODE OF ETHICS

(September 1953)

(1) As the Press is a primary instrument in the creation of public opinion, journalists should regard their calling as a trust and to be eager to serve and guard the public interests.

(2) In the discharge of their duties journalists shall attach due value to fundamental, human and social rights and shall hold good faith and fair play in news reports and comments as essential professional obligations.

(3) Journalists shall observe special restraint in reports and comments dealing with tensions likely to lead, or leading to civil disorder.

(4) Journalists shall endeavour to ensure that information disseminated is factually accurate. No fact shall be distorted and no essential fact shall be deliberately omitted. No information known to be false shall be published.

(5) Responsibility shall be assumed for all information and comments published. If responsibility is disclaimed, this will be explicitly stated.

(6) Confidence shall always be respected. Professional secrecy must be preserved.

(7) Any report found to be inaccurate and any comment on inaccurate reports shall be voluntarily rectified. It shall be

obligatory to give fair publicity to a correction or contradiction when a report published is shown to be false or inaccurate in material particulars.

(8) Journalists shall not exploit their status for non-journalistic purposes.

(9) Journalists shall not allow personal interest to influence professional conduct.

(10) There is nothing so unworthy as the acceptance or demand of a bribe or inducement for the exercise by a journalist of his power to give or deny publicity to news or comment.

(11) Freedom in the honest collection and publication of news and facts and the rights or their comments and criticism are principles which every journalist should always defend.

(12) Journalists shall be ever conscious of their obligation to their fellows in the profession and shall not seek to deprive fellow-journalists of their livelihood by unfair means.

(13) The carrying on of personal controversies in the Press in which no public interest is involved shall be regarded as derogatory to the dignity of the profession.

(14) It is unprofessional to give currency to rumours or loose talk affecting the private life of individuals. Even verifiable news affecting the private life of individuals shall not be published unless the public interest as distinguished from public curiosity demands its publication.

(15) The Press shall refrain from publishing matter likely to encourage vice and crime.

ALL INDIA NEWSPAPER EDITORS' CONFERENCE

EDITORS' CHARTER

(September 1953)

- (a) The Editor shall enjoy complete freedom in respect of the implementation of the editorial policy and the staffing and conduct of the paper.
- (b) The Board of Management of a newspaper shall prepare an annual budget of editorial expenses in consultation with the Editor, providing for normal expenditure, development programme, contingencies and discretionary grant.
- (c) The Editor's decision shall be final in all matters concerning the editorial staff and the contents of the paper.
- (d) The Editor shall have direct access to the Board or to the proprietor for the discussion of matters relating to his department.

(e) The Editor shall have the power to grant special increments in recognition of special merit of a worker.

(f) The code of obligations for the Editor is to carry out the policy of the paper, to maintain high standards, to resist all pressures, to generate a co-operative spirit amongst members of his editorial department and to subserve impartially the interests of the society.

(g) The Editor vis-a-vis the Government and the proprietor is to be left free in the discharge of his responsibility, as far as editorial side of the newspaper is concerned.

(h) In the event of disagreement between the Board of Management and the Editor leading to the Editor's resignation or removal, the Editor shall be entitled to six months' pay, gratuity and pay in lieu of leave due to him at the time.

NOTE : The term Editor will apply to the Editor-in-Chief where a newspaper employs more than one Editor.

APPENDIX VII.6

CODE OF ETHICS FOR JOURNALISTS AND NEWSPAPERS DRAFTED BY A COMMITTEE OF 17 EDITORS AND PRESENTED TO THE RAJYA SABHA ON JANUARY 8, 1976

In pursuance of the social responsibility, the following code of ethics would be applicable :

- (1) In the discharge of their duties, journalists shall attach full value to fundamental human and social rights, shall hold good faith and fairplay in news reports and comments as essential professional obligations.
- (2) Journalists and newspapers shall highlight activities of the State and public, promote national unity, solidarity, integrity and economic and social progress.
- (3) Journalists and newspapers shall avoid reports and comments which tend to promote tensions likely to lead or leading to civil disorder, mutiny or rebellion. Violence must be condemned unequivocally.
- (4) Journalists and newspapers shall ensure that information disseminated is factual. No fact shall be distorted nor information known to be false or not believed to be true shall be published.
- (5) No sensational or tendentious report of a speculative nature shall be published. Any report of comments found to be inaccurate shall be rectified by prominent publication.
- (6) Confidence shall always be respected. Professional secrecy shall be preserved.
- (7) Journalists shall not exploit their status for non-journalistic purposes or inquiries and shall not allow personal interest to influence professional conduct.
- (8) There is nothing so unworthy as the acceptance or demand of a bribe or inducement for the exercise by a journalist of his power to give or deny publicity to news or comments.
- (9) Journalists and newspapers shall not indulge in personal controversies in which no public interest is involved.
- (10) Journalists and newspapers shall not give currency to public rumours or gossip or even verifiable news affecting the private life of individuals.
- (11) Newspapers shall refrain from publishing matter (including advertisements) which is obscene or is likely to encourage vice, crime and unlawful activities.
- (12) Journalists and newspapers shall promote and project the national objectives of democracy, socialism and secularism.
- (13) Journalists and newspapers shall refrain from giving tendentious treatment to news of disturbances, involving caste, community, class, religion, region or language groupings and shall not publish details of numbers or identity of groups involved in such disturbances except as officially authorised.
- (14) Journalists and newspapers shall not publish information and comments detrimental to the interest of the sovereignty and integrity of India, the security of the State and friendly relations with foreign countries. (Newspapers include journals, magazines and periodicals).

NATIONAL UNION OF JOURNALISTS

DECLARATION OF JOURNALISTS

(February 1981)

We, the working journalists of India, considering our calling as a trust, believing in serving the public interest by publishing news and comments in free and fair manner, holding that the freedom of the Press and the right to information are inalienable and are inherent to the democratic process and as such need to be cherished and strengthened by all realising that the Press and the society can flourish fully only when every individual freely enjoys his fundamental human rights and, therefore, we must uphold and defend these rights, recognising that the rights of journalist, also enjoin upon them the obligation and duty to maintain the highest standards of personal and professional integrity and dignity; and feeling that in, order not only to eschew fear or favour but also appear to be doing so, journalists must be ensured a reasonably decent living and appropriate working conditions; pledge and declare that—

1. We shall protect and defend at all costs the right to collect and publish facts and to make fair comment and criticise.
2. We shall endeavour to report and interpret the news with scrupulous honesty, shall not suppress essential facts, we shall observe and protect the rule of fair play to all concerned resisting all pressures.
3. We shall not acquiesce in or justify the imposition of censorship by any authority in any form and we shall not ourselves try to exercise censorship on others.
4. We shall endeavour to uphold and defend the fundamental human rights of the people and safeguard the public interest.
5. We shall not let ourselves be exploited by others, nor shall we exploit our status for personal ends. Personal matters shall not be allowed to influence

professional conduct. We shall seek to maintain full public confidence in the integrity and dignity of the profession of journalism and shall ask and accept only such tasks which are compatible with its integrity and dignity.

6. We shall not deliberately invade personal rights and feelings of individuals without sure warrant of public interest as distinguished from public curiosity. But, we shall not compromise our rights to report and expose in public interest the affairs of public men and other influential people. For, public affairs must be conducted publicly.
7. We shall consider the acceptance or demand of a bribe or inducement for publication or suppression of news as one of the most serious professional offences.
8. We shall unitedly and individually resist assaults and pressures from any quarters and in any form on journalists in particular and the Press in general in the discharge of professional work.
9. We shall always respect confidence and preserve professional secrecy.
10. We shall strive constantly to raise professional standard and improve the quality of work.
11. We shall try to exercise self-restraint and discretion in dealing with incidents of communal frenzy and other social tensions without prejudice to the people's right to know.
12. We shall collectively endeavour to secure higher levels of wages and better working conditions consistent with our functions, responsibilities and status. We shall not injure the economic or professional interest of fellow journalists by unfair means.

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APPENDIX VII. 8

AMERICAN SOCIETY OF NEWSPAPER EDITORS—STATEMENT OF PRINCIPLES

Adopted by the ASNE board of directors, October 23, 1975; this code supplants the 1922 Code of ethics ("Canons of Journalism").

Preamble

The First Amendment, protecting freedom of expression from abridgement by any law, guarantees to the people through their press a constitutional right, and thereby places on newspaper people a particular responsibility.

Thus journalism demands of its practitioners not only industry and knowledge but also the pursuit of a standard of integrity proportionate to the journalist's singular obligation.

To this end the American Society of Newspaper Editors sets forth this Statement of Principles as a standard encouraging the highest ethical and professional performance.

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Article I—Responsibility

The primary purpose of gathering and distributing news and opinion is to serve the general welfare by informing the people and enabling them to make judgments on the issues of time. Newspapermen and women who abuse the power of their professional role for selfish motives or unworthy purposes are faithless to that public trust.

The American Press was made free not just to inform or just to serve as a forum for debate but also to bring an independent scrutiny to bear on the forces of power in the society, including the conduct of official power at all levels of government.

Article II—Freedom of the Press

Freedom of the Press belongs to the people. It must be defended against encroachment or assault from any quarter, public or private.

Journalists must be constantly alert to see that the public's business is conducted in public. They must be vigilant against all who would exploit the Press for selfish purposes.

Article III—Independence

Journalists must avoid impropriety and the appearance of impropriety as well as any conflict of interest or the appearance of conflict. They should neither accept anything nor pursue any activity that might compromise or seem to compromise their integrity.

Article IV—Truth and Accuracy

Good faith with the reader is the foundation of good journalism. Every effort must be made to assure that the news content is accurate, free from bias and in context, and that all sides are presented fairly. Editorials, analytical articles and commentary should be held to the same standards of accuracy with respect to facts as news reports.

Significant errors of fact, as well as errors of omission should be corrected promptly and prominently,

Article V—Impartiality

To be impartial does not require the Press to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between news reports and opinion. Articles that contain opinion or personal interpretation should be clearly identified.

Article VI—Fair Play

Journalists should respect the rights of people involved in the news, observe the common standards of decency and stand accountable to the public for the fairness and accuracy of their news reports.

Persons publicly accused should be given the earliest opportunity to respond.

Pledges of confidentiality to news sources must be honoured at all costs, and therefore should not be given lightly. Unless there is clear and pressing need to maintain confidences, sources of information should be identified.

These principles are intended to preserve, protect and strengthen the bond of trust and respect between American journalists and the American people, a bond that is essential to sustain the grant of freedom entrusted to both by the nation's founders.



GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

New Delhi-1, the 9th January 1979

APPENDIX VII. 9

NOTIFICATION

25(B).—In pursuance of sub-section (4) of section 5 of the Press Council Act 1978 (37 of 1978), the Central Government hereby notifies the following associations of persons of the categories referred to in clause (a) and clause (b) and news agencies for the purposes of clause (c), of sub-section (3) of that section, namely,

- (I) Association of persons of category referred to in clause (a) of sub-section (3) of section 5
 - (1) Indian Federation of Working Journalists. As representative bodies of working journalists other than editors
 - (2) The National Union of Journalists (I);
 - (3) The Press Association
 - (4) The All India Newspaper Editors' Conference, and As representative bodies of editors.
 - (5) The Editors' Guild of India
- (II) Associations of persons of category referred to in clause (b) of sub-section (3) of section 5:

- (1) The Indian and Eastern Newspaper Society As representative Organization of owners and managements of big.
- (2) The Indian Language Newspaper Association Medium and small newspapers.
- (3) All India Small & Medium Newspapers Association, } As representative organisations of owners and managements of medium and small newspapers.
- (4) All India Small & Medium Newspapers Federation }
- (III) News agencies for the purpose of nominating a person from the category of persons referred to in clause (c) of sub-section (3) of section 5 :
 - (1) The Press Trust of India,
 - (2) The United News of India,
 - (3) The Hindustan Samachar, and
 - (4) The Samachar Bharti.

Sd/-
(R.K. SHASTRI)
Joint Secretary to the
Government of India

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

New Delhi, dated 24th October, 1978

NOTIFICATION

G.S.R. 1351. In exercise of the powers conferred by sub-section (1), and clause (a) to (c) of sub-section (2) of section 25 of the Press Council Act, 1978 (37 of 1978), the Central Government hereby makes the following rules namely:—

1. Short title :—These rules may be called the Press Council (Procedure for Nomination of Members) Rules, 1978.

2. Definitions :—In these rules, unless the context otherwise requires,—

- (a) "Act" means the Press Council Act, 1978 (37 of 1978);
- (b) "Secretary" means the Secretary of the Council appointed under Section 11;
- (c) "Section" means a section of the Act;
- (d) Words and expressions used but not defined herein shall have the meanings assigned to them in the Act.

3. Invitation of panels of names for membership of the Council :

(1) The Central Government in the case of the first Council, and the retiring Chairman of the previous Council in the case of any subsequent Council, shall invite panels of names under sub-section (4) of section 5 by sending a notice in writing in that behalf by registered post to the associations, or associations and news agencies, as the case may be, referred to in that sub-section, and the notice shall require them to furnish in relation to the name included in the panel, the particulars specified below :

- (i) The name of the person;
- (ii) the category the represents :
 - (a) editor ;
 - (b) working journalist other than editor;
 - (c) owner or manager of a newspaper; or
 - (d) news agency;
- (iii) the title and language of the newspaper, or the news agency, in which he is employed or, which he represents, as the case may be, and whether such newspaper is big, medium or small; (figures relating to total circulation of all editions of the Past one year to be furnished);
- (iv) the place of publication of the newspaper;
- (v) if he is a working journalist;
 - (a) whether he owns or carries on the business of management of any newspaper;
 - (b) name of the newspaper or group of newspapers under the same control or management, if any, to which he belongs or in which he has interest;
- (vi) the order of preference; and
- (vii) any other information.

(2) The notice referred to in sub-rule (1) shall state that the panels of names received after the date specified in the notice (which shall in no case be earlier than a period of twenty days from the date of such notice) will not be considered.

(3) The panels of names shall be signed by a person duly authorised by the association or news agency in this behalf.

(4) Procedure for nomination of members :

From out of the panels of names recommended by the associations or, as the case may be, the associations and news agencies, under rule 3, the nomination of the members referred to in clauses (a), (b) and (c) of sub-section (3) of section 5 shall, subject to the provisions of that sub-section, be made in accordance with the following procedure namely :

- (1) such person or persons as have been recommended by all the respective associations or, as the case may be, news agencies shall first be nominated under clause (a), clause (b) or clause (c) of that sub-section :

Provided that if the number of persons so recommended exceeds the requisite number of members to be nominated in each of the categories, the requisite number shall be nominated by draw of lots from the persons so recommended;

- (2) where, after following the procedure specified in clause (1), the requisite number of members to be nominated under clause (a), clause (b) or clause (c) of sub-section (3) of section 5 could not be nominated, such person or persons as have been recommended by more than one association or news agency, but not by all the associations or news agencies, shall be nominated in respect of the remaining membership in the order of the number of association or news agencies recommending them :

Provided that if the number of persons so recommended exceeds the requisite number of members to be nominated in each of the categories, the requisite number shall be nominated by draw of lots from the persons so recommended;

- (3) Where after following the procedure specified in clauses (1) and (2), the requisite number of members to be nominated under clause (a) or clause (b) of sub-section (3) of section 5 could not be nominated, the remaining members shall be nominated in the following manner, namely :

- (a) the order in which the associations of persons of the respective categories should be arranged for considering their recommendations shall be first decided by draw of lots : and
- (b) the required number of members shall then be nominated from persons who have been recommended by such associations arranged in the order decided under sub-clause (a) and according to the preference indicated by such associations, but not exceeding one from each such association; and if the required number could not still be nominated, the nomination shall be from persons who have been given the next preference such associations arranged in the said order and so on until the required number of members are nominated :

- (4) Where after following the procedure specified in clause (1) and (2), the member to be nominated under clause (c) of sub-section (3) of section 5 could not be nominated, lots shall first be drawn to choose the association of news agencies, or, as the case may be, the news agency, whose recommendation should be considered for the nomination of the member, and the person who has been given the first preference by the said association or news agency, as the case may be shall then be nominated as the member.

5. Procedure for election of a member of the Committee referred to in sub-section (2) of section 5.

- (1) A meeting of the members of the Council notified under sub-section (5) of section 5 for the purpose of electing a person to be a member of the Committee referred to in sub-section (2) of that section shall be called by the Central Government in the case of the

first Council and the Secretary in the case of any subsequent Council by giving not less than ten days notice in writing to all such members specifying the date, time and place of the meeting.

- (2) The members of the Council referred to in sub-rule (1) shall elect from among themselves by secret ballot a person to be a member of the Committee referred to in sub-section (2) of section (5).
- (3) The name of the member elected under sub rule (2) shall be communicated by the person presiding over the meeting of the members of the Council, to the Chairman of the Council of States (Rajya Sabha) within seven days of such election.

Sd/-

(S. RAMASWAMY)

*Under Secretary to the
Government of India.*



RULES FOR ACCREDITATION OF NEWS MEDIA REPRESENTATIVES

These rules apply to the accreditation at the headquarters of the Government of India of News Media Representatives.

2. An application on the prescribed form should be submitted by the Editor in the news media organisation concerned to the Principal Information Officer, Government of India, New Delhi. Full details including terms and conditions of employment and professional experience of the representative seeking accreditation should also be furnished along with the application. The Principal Information Officer will refer such of the applications which qualify for accreditation to the Central Press Accreditation Committee for their advice and approval.

3. The applicant should fulfil the following conditions for accreditation:

- (i) His residence should be at the headquarters of Government of India during the period of accreditation.
- (ii) He should be a working journalist as defined by the Working Journalists (Conditions of Service and Miscellaneous Provisions) Act, 1955 and should be whole-time engaged as a correspondent or cameraman or correspondent-cameraman or a cartoonist.
- (iii) At the time of application, he should have spent five years in the profession of journalism.

4. The professional norms applicable to Indian newsmen will also govern the grant of accreditation to applicants on behalf of foreign news media.

5. Editors of dailies and weeklies published from the Capital may be extended such facilities including access to Government offices, as may be required in the discharge of their professional duties, on the recommendation of the CPAC. Similarly, journalists of long and distinguished service of at least 25 years to the profession, who are not attached to any media organisation on regular basis may be extended facilities for their journalistic activity on the recommendations of the professional bodies represented in the CPAC.

6. Accreditation will be granted only on behalf of a news media organisation having a minimum circulation or coverage as prescribed by the Central Press Accreditation Committee. The Central Press Accreditation Committee will lay down, from time to time, the number of accreditations for various classes of news media organisations, taking into account the coverage required by the organisations and the service limitations of the Press Information Bureau.

7. In the case of News, Features, Photo and TV news and feature agencies, following factors will be taken into consideration for determining the entitlement for and the number of accreditations:

- (i) The news, features, Photo or TV news and feature should be based on the news emanating from the Capital.

(ii) The Agency should provide regular service to media network on commercial basis. For the purpose of classification of the agency, only the revenue, as certified by a Chartered Accountant, by way of subscriptions from news media for supply of news material will be taken into consideration.

(iii) An agency whose service operations extend to at least half of the States of the Indian Union or to electronic media network shall be deemed to be an all-India agency.

(iv) In case of agencies of all classes and types, accreditation will be given to the whole-time employees only.

8. In case of daily newspapers and weeklies, the following factors will be taken into consideration for determining the entitlement for and the number of accreditations:

- (i) The paper concerned should be published regularly;
- (ii) Its circulation should not be less than 5,000 copies as certified by the RNI.
- (iii) The contents of the concerned weeklies should be mainly related to current affairs;
- (iv) For newspapers and weeklies published from the Capital, only full-time employees of such organisations will be granted accreditation;
- (v) The outstation newspapers and weeklies having a circulation of 5,000 to 50,000 copies will have not more than one part-time representative.
- (vi) In the case of newspapers and weeklies having a circulation of less than 5,000 copies, their combined circulation may be taken into consideration.
- (vii) In the case of media organisations established abroad, the CPAC would take into consideration all factors including the functional needs and well accepted norms while granting accreditation.

9. Periodicals of longer than a week's periodicity will not be granted accreditation. However, fortnightly and monthlylies published abroad for the benefit of Indian communities or for dissemination of Indian news would be granted accreditation on the merits of each case.

10. A Press card will be issued to each accredited representative. Admission to special functions including press conferences, however, will be governed by invitation.

11. Accreditation is personal and not transferable.

12. Accreditation does not confer any official or special status on the news media representative. It merely recognises and identifies him as a representative of the media organisation which employs him. It must be used only for journalistic purposes. The words "Accredited to the Government of India" should not be used on visiting cards, letter-heads or any other literature.

13. When the representative ceases to represent the media organisation for which he is accredited, the fact should be brought to the notice of the Principal Information Officer in writing within fifteen days by both the representative and his editor. Failure to comply with this may result in withdrawal of facilities.

14. The list of accredited News Media Representatives will be subject to review every year by the Principal Information Officer in consultation with the Central Press Accreditation Committee.

For the purpose of review, the PIO may call for (i) information about the revenue of the Indian agencies, (ii) clippings of published despatches or photographs or dope sheets from the concerned news media organisation or representative. To ensure that only genuine news media representatives remain accredited on behalf of foreign media organisations, the PIO may, from time to time, go through their published despatches or enquire through the Indian missions abroad about the representative's work.

15. The Principal Information Officer may :

- (a) grant accreditation finally in cases in which a newspaper has been represented by an accredited correspondent and the proposed correspondent has been accredited earlier for another paper.
- (b) accord temporary accreditation in case both the applicant and the media organisation qualify, in consultation with any two local members of the CPAC.
- (c) accept substitution of an accredited representative desired for a temporary period;
- (d) grant temporary accreditation to visiting pressmen.

16. A representative will be liable to dis-accreditation if :

- (i) He engages himself in work other than journalistic such as soliciting/promoting business or advertisement ;
- (ii) He uses for non-journalistic purposes information and facilities provided to him as an accredited representative ;
- (iii) He published official secret the inviolability of which is accepted by general understanding and the Central Press Accreditation Committee concurs with this view after giving him opportunity of a personal hearing to the concerned representative ;
- (iv) In the course of his duties, he behaves in an undignified or unprofessional manner ;
- (v) He ignores or violates the conditions on which information and facilities are provided by Government ;
- (vi) News media organisations will also be liable to dis-accreditation if they are responsible for wilful publication of mala fide reports or abuse confidence;
- (vii) He has been found to have wilfully furnished false statement and particulars about himself.

17. In all cases relating to dis-accreditation, Principal Information Officer will take action warranted by the circumstances in each case in consultation with a locally based sub-Committee of the Central Press Accreditation Committee. All such cases will be referred to the Central Press Accreditation Committee within a period of not more than 3 months.

18. These rules come into effect from November 15, 1980 and supersede the earlier rules.

SCHEDULE—I

Classification and maximum entitlement of newspapers

Chains :

With publication in more than one language and aggregate circulation of three lakhs or more	25
With publication in more than one language and aggregate circulation between one lakh to three lakhs	18

Groups and Multiple Units :

With circulation above 50,000	10
With circulation less than 50,000	3

Individual Newspapers:

Dailies :

(i) Between 5,000 and 15,000	1
(ii) Between 15,000 and 25,000	2
(iii) Between 25,000 and 50,000	4
(iv) 50,000 and above	7

Weeklies :

(i) Between 5,000 and 15,000	1
(ii) above 15,000	2

Ceiling on accreditations for Cameramen for newspapers

Chains or Groups of Newspapers	4
Individual Dailies and others	2

Ceiling on accreditations for Cartographers

Individual Newspaper	1 (in addition to its quota of accredited correspondents)
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SCHEDULE—II

*Classification and maximum entitlement of Agencies :***English***Wire Agencies :*

(i) Agencies with gross annual revenue of over Rs. 75 lakhs	25
(ii) Agencies with gross annual revenue between Rs. 50 lakhs and Rs. 75 lakhs	18
(iii) Agencies with gross annual revenue between Rs. 25 lakhs and Rs. 50 lakhs	12
(iv) Agencies with gross annual revenue between Rs. 10 lakhs and Rs. 25 lakhs	10
(v) Agencies with gross annual revenue upto Rs. 10 lakhs	8

Language Wire Agencies :

(i) Agencies with gross annual revenue of Rs. 50 lakhs and above	25
(ii) Agencies with gross annual revenue between Rs. 25 lakhs and 50 lakhs	18
(iii) Agencies with gross annual revenue between Rs. 10 lakhs and 25 lakhs	12
(iv) Agencies with gross annual revenue upto Rs. 10 lakhs	10

Non-Wire Agencies :

(i) English agencies with gross annual revenue between Rs. 10 lakhs and Rs. 25 lakhs	5
(ii) Language agencies with gross annual revenue between Rs. 2 lakhs and Rs. 8 lakhs	5
(iii) English agencies with gross annual revenue between Rs. 5 lakhs and Rs. 10 lakhs	3
(iv) Language agencies with gross annual revenue upto Rs. 2 lakhs	3

Feature Agencies :

Feature agencies with gross annual revenue of over Rs. 1 lakh	2
Feature agencies with gross annual revenue of between Rs. 25,000 and Rs. 1 lakh	1

Foreign media-organisations :

Not exceeding 5 depending on the merits of each case.

Photo Agencies :

News Photo agencies with gross annual revenue over Rs. 25,000	3
News Photo agencies with gross annual revenue between Rs. 10,000 and Rs. 25,000	2

TV News and Feature Agencies :

(i) Agencies with gross annual revenue between Rs. 2.5 lakhs and Rs. 5 lakhs	{ 2 Correspondents and 3 Cameramen 3 Correspondents and 4 Cameramen OR Correspondent-cum-Cameramen.
(ii) Agencies with gross annual revenue above Rs. 5 lakhs	

Self-employed TV News Cameraman :

With annual gross turn over of Rs. 50,000 and above	1 Cameraman
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SUBSIDIES TO THE PRESS IN EUROPEAN COUNTRIES

Several countries in Western Europe have direct subsidy or production grant schemes for the Press. The subsidies were introduced because of mounting economic problems faced by newspapers. Typically, these took the form of escalating raw material costs, labour pressures and circulation losses leading to closures, increasing concentration of ownership and local monopoly. In some cases, advertising revenues fell as a result of the depression in national economies.

In the Nordic—Norway, Sweden and Finland—the purpose of the direct subsidy schemes is to help papers which were trailing behind other papers in particular market. These were called second position papers. The idea was to reduce the risk of local monopoly. These schemes were introduced in Norway in 1969, in Sweden in 1971 and in Finland in 1974.

In Norway, subsidies are given to papers with circulation upto 40,000. There is a two-tier subsidy rate of kroner 1700 (£148) or kroner 2500 (£217) a tonne on all purchases of newsprint. The price of newsprint in Norway during the middle of 1975, to which the subsidy rates relate, is not available. But assuming that it was not much different from £ 165.19 per tonne prevailing in Britain at the time, the subsidy will be ranging from about 90 per cent to 130 per cent of the newsprint price. This would apparently mean that subsidies in some cases would exceed the sums spent on newsprint, if the assumption about the newsprint price being nearly the same as in U.K. is correct.

Under the system prevailing in Norway, subsidy is automatically granted to papers with a circulation of 2000 to 10,000. Those using upto 50 tonnes of newsprint a year receive subsidy at the 2500 kroner rate while papers using more than 50 tonnes a year are subsidised at the lower rate. Papers with circulations from 10,000 to 40,000 are also subsidised except for market leaders in whose case subsidy is granted only if the difference in circulation compared with the second paper, that is the next below in circulation is less than 10 per cent.

In Sweden, newspapers which convey general news and are published at least once a week, for sale mainly by subscription with a subscribed circulation of at least 2,000 copies and carry advertisements amounting to less than 50 per cent of the contents, get the subsidy. The rules further provide that papers published from four to seven days a week, with circulations of more than 10,000 copies but covering less than 50 per cent of the households in their place of issue will be given the subsidy. If the circulation is less than 10,000 copies, the coverage should be less than 50 per cent of the households. The coverage is to be less than 30 per cent in the case of papers published one to three days a week.

Four to seven day papers with circulations of more than 10,000 copies get full subsidy upto and including 40 per cent coverage of the households. Between 40 and 50 per cent, the amount of the subsidy is reduced by one-tenth for each percentage point over 40. Four to seven day papers with circulations of 10,000 copies or less get full subsidy upto and including 50 per cent coverage. Between 50 and 60 per cent, the amount of the subsidy is reduced by one tenth for each percentage point over 50. In case of one to three day papers, full subsidy is given upto and including 20 per cent coverage. Between 20 and 30 per cent, the amount of the subsidy is reduced by one-tenth for each percentage point over 20.

The amount of the subsidy is Skr 11,000 (£1200) per tonne of newsprint devoted to editorial content. At the price of newsprint prevailing in Britain at the time, it works out to more than seven times the newsprint price. In 1978, direct subsidies to newspapers facing a strong competitor or competitors in the place of issue totalled approximately Skr 200 million. These subsidies amount to about 5 per cent of the net circulation and advertising revenues of Swedish papers. In addition, subsidies totalling about Skr 50 million were extended to newspapers participating in joint distribution schemes.

For launching new papers having prospects of qualifying for production subsidy after one year of operation, there is a system of giving grants. To discourage purely opportunistic entries, this support is given in the form of interest and amortization free loans which are remitted after one year if the paper qualifies for the production subsidy.

In Finland, subsidy is given to papers appearing three times a week or more provided half the total annual circulation is based on prepaid subscriptions. The subsidy is given at the rate of Fmk 2000 (£247) per tonne of newsprint consumed, excluding that used for advertising, upto a maximum of 1,000 tonnes. Market leaders are excluded from the scheme.

In France, direct aid to the Press is given since 1972. In 1973, 4 million francs (£440,000) were provided for a special subsidy to be shared between newspapers whose circulation did not exceed 2,00,000 and which derived not more than 30 per cent of their revenue from advertising.

In Italy, newsprint subsidies were introduced in 1935 by a body known as Ente Nazionale Cellulosa e Carta (ENCC) was founded, to coordinate national production and distribution of newsprint. These subsidies were originally financed by a surcharge imposed on all other kinds of paper and books. In 1973, 5236 million lire (£3.6 million) was given in subsidies. There have been a number of additional subsidies paid on an ad hoc basis in recent years.

In Belgium, subsidies to the Press are given under the 1974 law aimed at "maintaining the variety of the daily press" and the Royal decree of 14th November, 1978 fixing the criteria and conditions governing implementation of this law. Under the scheme the object of which is to preserve a politically diversified Press in the face of soaring newsprint costs, all daily newspapers with a circulation of more than 7,500 copies, which have appeared for at least a year, are eligible for a share of a grant allocated by the Government to the newspaper industry as a whole.

The aid is made up of two components, compensatory aid and selective aid. Compensatory aid is apportioned between different linguistic and cultural communities according to a quota varying from one to three for different newspapers. Selective aid is reserved for dailies whose circulation figures and receipts do not attain a certain level. It is based on three criteria: the number of journalists employed, the number of editorial and feature pages; and the ratio between the advertising pages and the average circulation figure. In 1978, a total of 200 million francs (£ 2.6 million) was given as aid to the Press less 10 per cent which was granted to the National News Agency, Belga, as contribution by the political newspapers and another 4 per cent granted to the German language Press.

In *Austria*, a direct subsidy scheme was introduced in July 1975. Grants are calculated on the basis of the turnover tax produced by sales revenue in the previous year with a maximum of 3 million sch (£ 81,000) for dailies and 5,00,000 sch (£ 13,500) for weeklies. Daily newspapers with a circulation of at least 10,000 and weeklies with a circulation of 5,000 or above are eligible for the grants. Papers must provide political, social, general or cultural information and be of more than local interest.

In *Luxembourg*, aid to the Press is valued at 12.6 million Fr (£ 153,000) a year. This figure is estimated to equal the salaries of three full-time journalists per qualifying paper. One third of the money is divided equally between the six newspapers

and periodicals published in Luxembourg. The rest is divided according to a formula based on the number of editorial pages a year.

In addition to direct subsidies, several countries in Western Europe grant tax concessions, Government loans and indirect subsidies (postal concessions, tele-communications subsidies, etc.).

Source : Royal Commission on the Press : Final Report, Appendix C

Memo from Belgium No. 187, 1979.

Swedish Press Policy, Swedish Institute, 1976

Mass Media and State Support in Sweden, 1979.

APPENDIX VIII, 3

ASSISTANCE EXTENDED BY THE STATE FINANCIAL CORPORATION TO NEWSPAPER COMPANIES AND THE NEWSPAPER CONTROLLED BY THESE COMPANIES

A. State Financial Corporation approached for information

S. No.	Name of State Financial Corporation
1	2
1.	Andhra Pradesh State Financial Corporation, Hyderabad
2.	Assam Financial Corporation, Gauhati
3.	Bihar State Financial Corporation, Patna
4.	Delhi State Financial Corporation, New Delhi
5.	Gujarat State Financial Corporation, Ahmedabad
6.	Haryana State Financial Corporation, Chandigarh
7.	Himachal Pradesh Financial Corporation, Simla
8.	Jammu & Kashmir State Financial Corporation, Srinagar
9.	Karnataka State Financial Corporation, Bangalore
10.	Kerala State Financial Corporation, Trivandrum
11.	Madhya Pradesh State Financial Corporation, Indore
12.	Maharashtra State Financial Corporation, Bombay
13.	Orissa State Financial Corporation, Cuttack
14.	Punjab Financial Corporation, Chandigarh
15.	Rajasthan Financial Corporation, Jaipur
16.	Tamil Nadu Industrial Investment Corporation, Madras
17.	Uttar Pradesh State Financial Corporation, Kanpur
18.	West Bengal State Financial Corporation, Calcutta



B. State Financial Corporations which do not give any loan assistance to newspapers/periodicals

S. No.	Name of the State Financial Corporation
1	2
1.	Bihar State Financial Corporation, Patna
2.	Haryana State Financial Corporation, Chandigarh
3.	Himachal Pradesh Financial Corporation, Simla
4.	Jammu & Kashmir State Financial Corporation, Srinagar
5.	Rajasthan Financial Corporation, Jaipur
6.	Tamil Nadu Industrial Investment Corporation, Madras

C. State Financial Corporations which give loan assistance for purchase of Plant/Building Machinery and details of the assistance given by them

S. No.	Name of State Financial Corporation	Name of the Company and its Newspaper(s)	Circulation 1979	Year and purpose of assistance	Loan assistance (in Rs.)
1	2	3	4	5	6
1.	Assam Financial Corporation, Gauhati	I. B.G. Baruah & Others, Gauhati		1965 (for machinery)	10,00,000
		<i>Dailies</i>			
		1. Assam Tribune English (Medium)	36,448		
		2. Dainik Assam Assamese (Medium)	34,261		
		<i>Periodical</i>			
		3. Assam Bani (Weekly) Assamese (Medium)	34,014		
		II. K.C.H. Sharma, Jorhat		1967 (for machinery)	2 00,000
		<i>Daily</i>			
		1. Dainik Janambhumi, Assamese (Small)	12,784		
		<i>Periodical</i>			
		2. Janambhumi (Weekly) Assamese (Small)	12,831		
		III. R.K. Bzbourah & Others		1972 (for building and machinery)	6,50,000
		<i>Daily</i>			
		1. Nutun Assamiya Assamese (Small)	2,849		
					18,50,000
2.	Delhi Financial Corporation, Delhi	I. Daily Tej (P) Ltd., Delhi		1976 (for machinery)	9,80,000*
		<i>Daily</i>			
		1. Tej, Urdu	N.S.		
		<i>Periodicals</i>			
		2. Sun, Weekly English (Big)	60,411		
		3. Dewana, Tej, Hindi, Weekly	N.S.		
					9,30,000
3.	Gujarat State Financial Corporation, Ahmedabad	@I. Saurashtra Samachar (P) Ltd., Bhavnagar			7,38,000
		<i>Daily</i>			
		1. Saurashtra Samachar Gujarati (Medium)	16,694		
		@II. Lok Prakashan Ltd., Ahmedabad			30,00,000
		<i>Dailies</i>			
		1. Gujarat, Samachar Gujarati (Big)	1,57,265		
		2. Lok Samachar Gujarati (Small)	2,510		

* The Company utilised Rs. 1,67,474.37 only and the balance was cancelled (for committing default legal proceedings were instituted against the newspaper company and the Court has already granted ex-parte decree in favour of the Delhi Financial Corporation).

@ Details regarding year and purpose of assistance not received.

1	2	3	4	5	6
		3. Gujarat Samachar Surat, Gujarati, (Medium)	19,013		
		<i>Periodicals</i>			
		4. Zangmag, Weekly Gujarati (Medium)	22,470		
		5. Chitralok, Weekly Gujarati (Medium)	17,378		
		6. Shree, Weekly Gujarati (Medium)	17,231		
		7. Shri Rang, Monthly Gujarati (Small)	8,499		
		@ III. Sandesh Ltd., Ahmedabad			14,70,000
		<i>Dailies</i>			
		1. Sandesh, Gujarati (Big)	,30,924		
		2. Sandesh, Baroda, Gujarati (Medium)	39,143		
		3. Sevak, Gujarati (Small)	12,365		
		<i>Periodicals</i>			
		4. Stree, Weekly, Gujarati (Medium)	49,576		
		5. Chitrajyoti, Weekly Gujarati (Small)	3,879		
		6. Bal Sandesh, Weekly Gujarati (Small)	4,029		
		7. Dharma Sandesh, Fortnightly Gujarati (Medium)	28,433		
		8. Aram, Fortnightly, Gujarati (Small)	6,591		
		@ IV. Narottamdas Laxmichand Shah, Baroda			11,50,000
		<i>Dailies</i>			
		1. Jai Hind, Rajkot, Gujarati (Medium)	26,379		
		2. Jai Hind, Ahmedabad, Gujarati	N.S.		
		<i>Periodical</i>			
		3. Parmarth, Monthly Gujarati (Medium)	25,549		
		V. Gujarat Mitra and Gujarat Dar- pan			15,00,000
		<i>Daily</i>			
		1. Gujarat Mitra and Gujarat Darpan, Gujarati (Big)	1,57,265		
					78,58,000
4. Karnataka State Financial Cor- poration, Bangalore	I. Manipal Printers & Publishers (P) Ltd., Udipi			1975 (for building and machinery)	22,00,000
	<i>Daily</i>				
	1. Udayvani, Kannada (Big)	53,880			
	<i>Periodicals</i>				
	2. Udayvani, Weekly, Kannada (Big)	60,550			

ii Details regarding year and purpose of assistance not received.

1	2	3	4	5	6
		3. Tushar, Monthly, Kannada (Medium)	28,246		
		4. Udayvani, Annual, Kannada (Medium)	25,344		
		II. Printers (Mysore) Ltd., Bangalore		1981 (for machinery)	30,00,000
		<i>Dailies</i>			
		1. Deccan Herald, English, (Big)	1,12,166		
		2. Prajavani, Kannada (Big)	1,60,696		
		<i>Periodical</i>			
		3. Sudha, Weekly, Kannada (Big)	1,48,562		
					52,00,000
5. Madhya Pradesh Financial Corporation, Indore	I. Jagran Publications, Bhopal			1964 (for building & machinery)	40,000
	<i>Daily</i>				
	1. Jagran, Hindi, Bhopal (Small)	10,485			
	II. Narakesari Prakashan Ltd., Raipur			1968 (for building & machinery)	1,00,000
	<i>*Daily</i>				
	1. Yugdharma, Hindi				
	III. Associated Printers & Publishers (M.P.) Pvt. Ltd.			1963 (for building & machinery)	2,02,000
	<i>Daily</i>				
	1. Indore Samachar Hindi, Indore (Small)	13,693			
	IV. Labhchand Chajani & Others			1962 1966 1970 1973	30,73,000
	<i>Daily</i>			1977	
	1. Nai Duniya Indore (Big)	1,25,426		1980 (for building & machinery)	
	V. Dwaraka Prasad Agarwal & Others			1965 (for building & machinery)	1,26,000
	<i>Dailies</i>				
	1. Dainik Bhaskar, Hindi, Gwalior	N.S.			
	2. Dainik Bhaskar, Hindi, Bhopal	N.S.			
	3. Dainik Bhaskar, Hindi, Ujjain	N.S.			
	4. Dainik Bhaskar, Hindi, Jhansi (Small)	10,242			

*Clarification regarding place of publication and ownership awaited.

1	2	3	4	5	6
		VI. Rewa Prakashan Ltd., Indore		1967 (for building & machinery)	2,00,000
		<i>Dailies</i>			
		1. Swadesh, Hindi Indore (Small)	11,482		
		2. Swadesh, Hindi, Gwalior (Small)	5,661		
		VII. Shri Mudran Prakashan, Raipur		1979 (for building & machinery)	10,25,000
		<i>Daily</i>			
		*1. Yugdharm, Hindi			
					47,66,000
6. Maharashtra State Financial Corporation, Bombay		I. Lokmat Newspapers Pvt. Ltd., Nagpur		1980 1981 (for machinery)	28,09,000
		<i>Dailies</i>			
		1. Lokmat, Marathi, Nagpur (Medium)	40,273		
		2. Lokmat, Marathi, Jalgaon (Small)	7,317		
		II. Narakesari Prakashan Pvt. Ltd., Nagpur		1979 1980 (for machinery)	7,50,000
		<i>Daily</i>			
		1. Tarun Bharat, Marathi, Nagpur (Big)	55,662		
		III. Simhavani Printers, Kolhapur		1979 (for building & machinery)	18,000
		<i>Periodical</i>			
		1. Simhavani, Marathi, Weekly (Small)	1,714		
		IV. Samaj Mudranalaya, Kolhapur		(for building & machinery)	1,65,000
		<i>Daily</i>			
		1. Samaj, Marathi, Kolhapur (Small)	6,485		
		V. Bharat Mudrak and Prakashan Ltd., Aurangabad		1963 1968 1971 1978	10,40,000
		<i>Daily</i>			
		I. Marathawada, Marathi Aurangabad (Medium)	19,190 (for building & machinery)	1980	47,82,000

* Clarification regarding place of publication and ownership awaited.

*Details of papers published not received.

Circulation Categories : 'Small' upto 15,000; 'Medium' 15,001 to 50,000 and 'Big' above 50,000.

MAIN FEATURES OF NEWSPAPER FINANCE CORPORATION BILL, 1970

As recommended by the Press Council, the authorised capital of the Corporation would be Rs. 3 crores invested entirely by Government. Government would also grant loans to the Corporation, as may be found necessary from time to time, the total of such loans not exceeding Rs. 3 crores at any point of time. The investment by Government in the equity capital and loan capital of the Corporation would be alternately at the rate of Rs. 1 crore at a time, i.e., after Rs. 1 crore is invested by Government in the Corporation as equity capital, the next Rs. 1 crore will be as loan, and so on.

The Press Council recommended the loan to be given by the Government to the Corporation should be free of interest. It was, however, decided in the Ministry to accept the view of the Ministry of Finance that interest-free loans which are tantamount to concealed subsidy would not be appropriate and, therefore, that the loans should carry interest at the usual rates as laid down by the Ministry of Finance every year.

The Press Council further recommended that there should be a Chairman and eight Directors on the Board of the proposed Corporation. They advised that the Directors should be chosen by a panel of three persons consisting of (i) the Chief Justice of India, (ii) the Chairman of the Press Council of India and (iii) the Governor, Reserve Bank of India. But the view of the Ministry of I and B was that a Board with a Chairman and four other Directors should be sufficient, and that they could be appointed by Government after careful selection.

The Corporation would extend financial assistance in the shape of loans carrying interest to newspapers published daily, bi-weekly, tri-weekly, or weekly whose average circulation does not exceed 50,000 copies. The minimum circulation of the dailies to be eligible for loans would be 5,000 copies, and that of bi-weeklies, tri-weeklies and weeklies, 2,000 copies.

No loan would be given for starting a new newspaper however, loans may be granted to existing newspapers for such

purposes as expanding their circulation, purchase of newsprint and printing machinery and equipment used in the printing publishing of newspapers.

No assistance would be given to publications devoted to technical, professional, economic, financial, sports, and other type of interests including house journals which do not publish news meant for the public.

No loan would be given to any newspapers in which any of the Directors are interested directly or indirectly.

Loans would be wholly objective, regardless of the ideology or the editorial views expressed in the newspapers.

No loan would be given to a newspaper which is owned or run by a political party as its party organ or which is a consistent spokesman of a political party.

A loan would not be given to newspapers which had published matter leading to the conviction of the writer or editor for offences under Section 153-A/294/295-A or 505 of the I.P.C. within one year (according to the Press Council, this period should be three years) before the application for the loan, the conviction remaining unreversed.

A loan would not be available to any newspaper which had been censured or admonished by the Press Council in respect of more than one writing published in it within one year (this period should according to the Press Council be three years) immediately preceding the date of application for the loan.

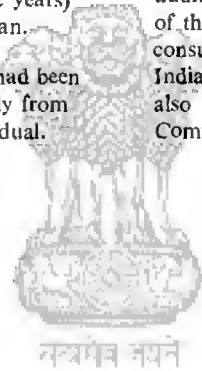
A loan would not be given to any newspaper which had been proved to have received assistance directly or indirectly from any foreign Government or foreign organisation/individual.

The loans would carry interest at the rate of 2½ per cent (to meet servicing expenses) in excess of the rate of interest applicable to Government loans for the year. To provide an incentive for timely repayment, the gross rate of interest payable on such loans would be an additional 2½ per cent and this additional interest would be granted as a rebate for timely repayment of the instalments of the loan.

Before granting any loan the Corporation would satisfy itself that the assets of the borrower are sufficient to ensure repayment of the loan. The quantum of loan advanced to a newspaper at a time would not exceed Rs. 20.00 lakhs. The duration of any loan would not be more than ten years. Interest would be payable annually without any moratorium.

Before disbursing any loan to a newspaper, the Corporation would have the assets of the borrowing newspaper valued by independent valuers of standing. The loan would be given only on security of sufficient assets belonging to the newspaper or on the security of assets furnished by the proprietors of the newspaper or persons interested in it. If the newspaper failed to repay the loan in time without good and sufficient reasons, the assets of the paper e.g., printing press, would be auctioned but not the goodwill of the paper. Owners of big chains of newspapers would not be allowed to purchase such assets.

The Corporation would prepare an annual report of its activities including a statement of audited accounts and the audit report, for laying it before Parliament. The Accounts of the Corporation would be audited by auditors appointed in consultation with the Comptroller and Auditor-General of India. In addition, the accounts of the Corporation would also be open to test check or supplementary check by the Comptroller and Auditor-General.



APPENDIX VIII.-5

NEWSPAPER COMPANIES ETC. ALLOTTED PLOTS OF LAND IN DELHI ON CONCESSIONAL TERMS

	Yearly ground rent/ licence fee		Yearly ground rent/ licence fee
	Rs.		Rs.
(a) <i>Bahadurshah Zafar Marg</i>			
1. M/s Gulab Singh & Sons	8,437.50	9. Children's Book Trust	1,211.40
2. M/s Express Newspapers	8,170.88	10. United India Periodicals	6,250.00
3. Times of India	1,115.62	(b) <i>Parliament Street</i>	
4. National Herald (Associated Journals)	12,215.60	11. Press Trust of India, Rati Marg	2,658.38
5. Daily Milap	787.50	12. Indian & Eastern Newspaper Society	3,123.74
6. Daily Pratap	1,137.50	13. United News of India	This allotment is under dispute.
7. Pearelal Bhawan	1,350.00		
8. Daily Tej	784.40		

THE TERMS AND CONDITIONS OF ALLOTMENT OF LAND TO NEWSPAPERS AND NEWS AGENCIES IN DELHI

Newspaper undertakings have had to sign two lease agreements with the Government. One is for perpetual lease of the land and the other, called the 'Agreement for lease', covers the construction of building or buildings on the land and its use.

Land given on perpetual lease

The lease deed provides that the land given to the newspaper undertakings will be on lease in perpetuity, in consideration of a yearly rent payable in advance in equal half yearly instalments on the 15th of January and the 15th of July. All arrears of rent and other payments due in respect of the premises will be recoverable in the same manner as arrears of land revenue under the provisions of the Punjab Land Revenue Act of 1887, and any amending Act for the time being in force. All rates, taxes, charges and assessments of every description charged or imposed upon the premises will be paid by the lessee.

The ground rent fixed through the deed can at the option of the government be enhanced at intervals of not less than 30 years. This will be subject to the provision that the rent fixed at each enhancement does not exceed one half of the increase in the letting value of the site without buildings on the date on which the enhancement is made. The letting value will be assessed by an officer not below the rank of a Collector. The lessee can appeal against the orders of the officers as if the same were an assessment by a revenue officer within the meaning of the Punjab Land Revenue Act, 1887.

Premises to be used for the sanctioned purpose only

The deed provides that the premises will not be used for any purpose other than the one for which the land has been allotted to the lessee. No portion of the building can be rented out by the lessee without prior permission of the government. If any portion of the land or building is used as a hostel or staff quarters additional premium as well as additional ground rent will have to be paid.

Articles of Association not to be changed without permission

The deed provides that the Articles and Memorandum of Association or rules of business etc., of the lessee company or its constitution or composition will not be altered, amended, or in any other way modified without the approval of an officer named by the government. In case the lessee institution is dissolved, the premises can be transferred with the prior permission of the government to an institution having aims and objects similar to that of the institution which was allotted the plot of land. Failing this, the premises will revert to the Government of India without payment of any compensation. The deed also provides that the President may nominate one or more persons as members of the governing body of the institution which has been allotted the plot of land. Persons so nomi-

nated will be invited to all meetings and will have access to all records.

Property cannot be transferred or mortgaged

The deed also provides that the lessee cannot enter into any agreement for transfer, mortgage, sale, assigning or otherwise pertaining with any interest directly or indirectly either in the whole or part of the land or the buildings constructed on it.

In case the rent laid down in the lease deed is in arrears for more than a month, or if it is proved that the premises have ceased to be used for the purpose for which they were allotted, the government can re-enter the land and premises without paying any compensation to the lessee or returning any premium paid.

In case the premises are acquired for a public purpose, compensation will have to be paid to the lessee for the premises or the part which is required for public purpose.

Construction of the building

The Agreement for lease provides that the building will have to be constructed within a period of two years according to the plans prepared by a licensed architect and approved by the municipal authorities and the officer to be appointed by the President in this behalf. The government will have the right to see that the construction of the building and the materials used is sound and fit the purpose intended. All construction materials once they have been brought on the leased plot of land, will be deemed to be the property of the President of India.

In the construction of the building, rules, regulations and bye-laws of local bodies in regard to construction, health and sanitation will have to be conformed to.

Building cannot be sublet or rented out

No part of the land or building can be sublet or given on rent without prior permission of the President. If this provision is breached, the lessee will have to pay penalty by way of compensation for such contravention.

No forfeiture without notice

The agreement provides that no forfeiture of the premises or re-entry by the government shall be effected until "the lessor has served on the lessee a notice in writing specifying the particular breach complained of and if the breach is capable of remedy, requiring the lessee to remedy the breach and the lessee fails within a reasonable time from the date of the service of the notice to remedy the breach if it is capable of remedy." But this will not apply in cases of unauthorised sub-division of the property.

DAVP ADVERTISEMENTS IN SMALL, MEDIUM AND BIG NEWSPAPERS

(Amount in rupees)

		1972-73	No. of news-papers	1973-74	No. of news-papers	1974-75	No. of news-papers
1	2	3	4	5	6	7	8
<i>Small</i>	Classified	12,93,224 (12.4)	395	16,15,297 (16.0)	421	16,85,492 (18.1)	539
	Display	39,26,679 (44.7)	1,460	21,11,182 (40.8)	1,471	19,56,327 (39.6)	1,679
<i>Medium</i>	Classified	26,13,625 (25.0)	92	28,15,336 (27.9)	91	25,84,583 (27.8)	93
	Display	18,81,378 (21.4)	148	11,85,644 (22.9)	147	11,94,032 (24.2)	147
<i>Big</i>	Classified	65,61,912 (62.6)	50	56,68,207 (56.1)	55	50,19,772 (54.1)	60
	Display	29,76,013 (33.9)	70	18,78,276 (36.3)	84	17,90,032 (36.2)	80
TOTAL	Classified	104,68,761	537	100,98,840	567	92,89,847	692
	Display	87,84,070	1,678	51,75,102	1,702	49,40,391	1,906
GRAND TOTAL	Classified + Display	192,52,831	1,678	152,73,942	1,702	142,30,238	1,906

		1975-76	No. of news-papers	1976-77	No. of news-papers
1	2	3	4	5	6
<i>Small</i>	Classified	22,41,605 (20.1)	568	26,18,428 (21.8)	541
	Display	48,55,272 (44.4)	1,904	60,98,183 (52.6)	2,113
<i>Medium</i>	Classified	34,66,921 (31.2)	122	34,02,708 (28.4)	123
	Display	28,57,755 (26.1)	177	23,19,223 (20.0)	208
<i>Big</i>	Classified	54,24,645 (48.7)	64	59,68,468 (49.8)	58
	Display	32,22,699 (29.5)	94	31,79,612 (27.4)	78
TOTAL	Classified	111,33,171	754	119,89,604	722
	Display	109,35,726	2,175	115,97,018	2,399
GRAND TOTAL	Classified + Display	220,68,897	2,175	235,86,622	2,339

APPENDIX-VIII (Contd.)

		1977-78	No. of News- papers	1978-79	No. of News- papers	1979-80	No. of News- papers	1980-81 (1-4-80 to 30-6-80)	No. of News- papers
1	2	3	4	5	6	7	8	9	10
<i>Small</i>	Classified	23,73,869 (16.0)	554	29,82,447 (14.5)	579	27,77,836 (13.5)	605	7,95,366 (13.7)	471
	Display	28,02,976 (32.7)	1861	36,93,803 (39.1)	1896	29,98,403 (38.2)	1992	3,67,385 (32.2)	571
<i>Medium</i>	Classified	41,71,046 (28.1)	150	46,06,178 (22.6)	138	41,68,662 (20.4)	156	13,10,152 (22.5)	148
	Display	22,30,405 (26.0)	193	19,70,695 (20.9)	203	14,75,216 (18.8)	238	3,08,165 (27.0)	171
<i>Big</i>	Classified	82,92,572 (55.9)	65	128,83,638 (62.9)	102	135,35,415 (66.1)	106	37,18,234 (63.8)	105
	Display	35,50,801 (41.3)	94	37,81,059 (40.0)	128	33,75,876 (43.0)	145	4,64,602 (40.8)	108
TOTAL	Classified	148,37,487	769	204,72,263	819	204,81,913	867	58,23,752	724
	Display	85,84,182	2148	94,45,557	2227	78,49,495	2375	11,40,152	850
GRAND TOTAL	Classified + Display	234,22,669	2148	299,17,820	2337	283,31,408	2457	69,63,904	1045

NOTES : (1) Figures within brackets indicate the percentage.

(2) The number of papers shown under "Display" from 1972-73 to 1977-78 includes papers receiving "Classified" advertisements.

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APPENDIX VIII (8)

ADVERTISING POLICY OF THE GOVERNMENT OF INDIA

(effective from October 1, 1980)

'A' Preamble

1. The Directorate of Advertising & Visual Publicity Places advertisements in various newspapers/journals on behalf of various Ministries and Departments of the Government of India. A number of autonomous bodies and Public Sector enterprises channelise their advertising through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, sports, films, cultural affairs etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers/journals which incite or tend to incite communal passions, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

'B' Policy guidelines

1. Keeping in view Government Policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisement are not intended to be a measure of financial assistance to newspapers/journals. In pursuance of broad social objectives of the Government, and in order to achieve parity of rates between various categories of newspapers appropriate weightage/consideration may be given to :—

- Small and Medium newspapers/journals;
- Specialised, scientific and technical journals;
- Language newspapers/journals; and
- Newspapers/journals published especially in backward, remote and border areas.

2. Small, medium and big newspapers/ journals are categorised as under :—

- Small—Upto a circulation of 15,000 copies/per issue.

- (b) Medium—Circulation between 15,000 and 50,000 copies per issue.
- (c) Big—Circulation above 50,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements the following considerations may be taken into account :—

- (a) Coverage of readership from different walks of life, particularly in case of national campaigns.
- (b) Reaching specific sections of people depending upon the message to be conveyed. Small and Medium newspapers will get major consideration in motivational/educative campaigns.
- (c) Any other category of newspapers/journals/publications which Government may consider from time to time appropriate for bonafide reasons.
- (d) House journals, house magazines and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers/journals with a minimum paid circulation of not less than 1,000 copies. Relaxation, however, may be made in the case of the following:—

- (a) Specialised/Scientific/technical journals with a paid circulation of 500 copies per issue.
- (b) Sanskrit newspapers/journals and newspapers/journals published in backward, border or remote areas or in tribal languages or primarily meant for tribal readers, with a minimum paid circulation of 500 copies per issue.

5. Newspapers/journals should have an uninterrupted and regular publications for a period of not less than four months and should comply with the provisions of Press Registration of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For Quarterly journal they have to bring out at least two issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity	Print area not less than
Dailies	760 Std. Col. cms.
Weeklies & Fortnightlies	480 Std. Col. cms
Monthlies and other periodicals	960 Std. Col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a professional and reputed accounts body or institution. However, newspapers having a circulation upto 2,000 copies per issue may submit a certificate from a Chartered Accountant or from the concerned District Magistrate. The circulation figures, if found incorrect at any time, will render the papers/journals ineligible for advertisements, besides any other action which Government may deem as appropriate.

'C' Advertisement Rates

The Rate-Structure for Government Advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/Journals.

APPENDIX VIII. 9

STATE GOVERNMENT ADVERTISING

This paper presents advertising policies and advertisement rates of the State Governments of Assam, Bihar, Jammu and Kashmir, Karnataka, Orissa, Rajasthan, Sikkim, Tripura and Uttar Pradesh. The information was received in response to the Commission's letter on the subject to State Governments.

It is seen that except for Karnataka and Tripura, which are silent on the issue, all the remaining States have specified that newspapers inciting communal passions, or preaching violence or offending decency and morals will not get Government advertisements.

All State Governments, except for Sikkim, have laid down different circulation ranges for newspapers/periodicals for purposes of advertising. Minimum pages and regularity in publication have also been indicated in most cases.

Weightage in the allocation of Government advertising in favour of small and medium newspapers, language Press or newspapers published from backward or tribal areas has been provided by Assam, Orissa, Sikkim and Tripura.

In the case of Assam, the bulk of Government advertisements are required to be issued to regional language newspapers, and the Uttar Pradesh Government provides that most of the advertisements will be issued in Hindi—the ratio being 70 per

cent to Hindi, 20 per cent to English and 10 per cent to Urdu newspapers.

While the Bihar Government policy provides that the 'tone, temper and policy' of the newspapers will be taken into consideration in the placement of advertisements, the Jammu and Kashmir Government has stipulated that 'policy' of the paper will be taken into account while giving advertisements and that display advertisement will be issued to those newspapers which 'broadly support the Government policy'. Only Assam and Sikkim have clearly stated that political affiliations of a newspaper will not be taken into account.

In Assam and Orissa 'House Magazines' and 'Souvenirs' are not given any Government advertisement. However according to the Karnataka Government policy, advertisements of the value of not more than Rs. 1,000 on each occasion will continue to be given to Souvenirs and House Journals.

Rates

It is observed that only the Governments of Rajasthan and Uttar Pradesh have clearly indicated the rate structure in their advertising policy. The rates in Karnataka are 'negotiable'. While in Assam and Tripura rates have not been clearly specified, the Orissa Government gives due regard to the D.A.V.P. rates while settling advertisement rates of newspapers/periodicals.

Extracts from the advertising policies of these nine State Governments follow.

Assam
Advertising Policy 1978

	Circulation	Minimum pages in different sizes	Regularity
Dailies	Not less than 2,000	4	Uninterrupted publication for not less than a year.
Weeklies/Fortnightlies	-do-	6/12/24	-do-
Others	-do-	32/40	-do-

Bulk of Government advertisements to be distributed amongst regional language newspapers and periodicals. Weightage given to small and medium newspapers/periodicals. language Press and newspapers published from backward areas.

Political affiliations of newspapers are not to be taken into account. Newspapers inciting communal passions or preaching violence or offending decency and morals will be excluded. Also excluded will be House magazines and souvenirs.

Some public sector undertakings also advertise through the State Government.

Rates: The rate structure for Government advertisements will be based on the above principles.

Bihar
Advertising Policy Guidelines 1965

No advertisement is to be given to any newspaper not included in the approved list.

Approved list of newspapers and periodicals should be maintained in three categories — A, B and C.

Category of Newspapers/Periodicals	Circulations
A	20,000 (All-India circulation)
	3,000 (State-wise circulation)
C	1,000

Inclusion of newspapers/periodicals in the approved list will depend on the duration and regularity in publication; effective circulation; financial stability, tone, temper and policy of the paper. Newspapers/periodicals indulging in the spread of hatred or inciting a section of the people against Government will not be considered fit for inclusion in the approved list.

Those newspapers which are members of the Audit Bureau of Circulations should furnish certification about their circulation from that organisation and others from registered Chartered

Accountants. The figures will be cross checked with the R.N.I. annual reports.

Jammu and Kashmir
Advertising Policy 1979

	Circulation	Minimum Pages	Regularity
Dailies	1,000	..	Not less than 75 per cent during 12 months period
Weeklies	500	..	—do—

Ratio of advertisement and reading material should be at least 40 : 60. Policy of the paper will be taken into account while giving advertisements.

Criterion

No newspaper/periodical will be given any advertisement support unless it has completed four months of regular publication.

Newspapers/periodicals which act in a prejudicial way to the unity and integrity of the country, publish inflammatory material, foment communal disharmony, regional tensions, violence or public disorder, indulge in scurrilous/obscene writings or violate journalist code, will not get advertisements.

Display advertisements will be issued to those newspapers which broadly support the Government policy.

Karnataka
Advertising Policy 1978

	Circulation	Minimum pages in different sizes	Regularity
Dailies	2,000
Weeklies/Fortnightlies	1,000	4/8/12	..
Monthlies/quarterlies etc.	1,000	24/32	..

Minimum period of existence for a new newspaper as also for re-declared paper will be one year. This condition will be waived if the circulation reaches 10,000 copies during the previous three months.

A token advertisement of the value of not more than Rs. 100 to be released for the inaugural issue of newspapers/periodicals.

Souvenirs/House journals will continue to get advertisements of the value of not more than Rs. 1,000 on each occasion.

Rates: Rates are negotiable and the payment will be made as per the rates accepted by the Department.

ORISSA
Advertising Policy 1978

	Circulation	Minimum No. of pages in different sizes	Regularity
Dailies	5,000	4	Considered regular if 90 per cent of the issues are brought out on due dates
Weeklies/fortnightlies	2,000	6/12/24	
Other periodicals	1,000	32/40	

For display advertisements, only dailies with a minimum of 3,000 paid circulation will be considered.

Exceptions will be made only in the case of newspapers/periodicals published in tribal language or for tribal readers.

Outside dailies/periodicals on the approved list of D.A.V.P. could also be considered for release of advertisements.

In the case of Sindhi and Urdu newspapers, the eligibility requirement will be relaxed to 1,000 copies of paid circulation, while Sanskrit newspapers and Urdu and Sindhi newspapers/periodicals emanating from backward, border and remote areas or in tribal languages/tribal belts should have a minimum paid circulation of 500 copies.

House magazines/souvenirs are excluded.

In order to become eligible, the paper shall not indulge in baseless, motivated, malicious, scurrilous or obscene writings/comments and not publish reports or comments as affect communal harmony or national integration or preach violence or lawlessness.

Advertisements to different newspapers/periodicals will be released on rotation basis. While preference will generally be given to Oriya dailies, weightage to small and medium and language newspapers/periodicals, and to those published in backward, remote or border areas will also be given.

Advertisements from Government undertakings will be routed through the Home (Public Relations) Department.

Rate Structure :

The rates fixed by the D.A.V.P. will be given due regard in settling advertisement rates of newspapers/periodicals. Those newspapers/periodicals which are given classified advertisements may get their rates approved by the D.A.V.P.

RAJASTHAN
Advertising Policy 1978

	Circulation	Minimum pages	Regularity
Dailies	1,000	—	Not less than 90 per cent of the issues published within three months preceding the date of application.
Weeklies	600	—	—do—
Others	400	—	—do—

Newspaper should be registered with the Postal Department. It should adhere to ethical standards; not act in a prejudicial manner and incite communal hatred or generate fissiparous tendencies, not repeat material published in other issues; not publish combined issues or print two dates on the same issue for making it regular.

For the purpose of advertisements, newspapers will be categorised as A, B and C as under :

- A Category**
1. The number of sold copies should be above 5,000
 2. 4 pages
 3. Must contain editorial.
- B Category**
1. The number of sold copies should be 2,500—5,000
 2. 2 pages
 3. Must publish editorial thrice a week.
- (Note : C Category—Not specified)

Rate structure :

Per Col. cm.

	Category		
	A	B	C
1. Dailies	Rs. 2.80	2.00	1.30
2. Weeklies/fortnightlies	Rs. 2.00	1.20	0.60
3. Others per sq. cm.	Rs. 0.45	0.24	0.18

} Plus 30 per cent sur-charge

SIKKIM

Advertising Policy 1980

	Circulation	Minimum No. of pages	Standing of the paper	Regularity
Dailies	—	4	1 year	250 issues
Weeklies	—	8	15 months	60 issues
Fortnightlies	—	12	18 months	36 issues
Monthlies/bi-monthlies/quarterlies	—	24	2 yrs, 2-1/3 yrs, 2-1/2 yrs. respectively	24/14/10 issues respectively
Half-yearlies and others	—	40	3 yrs. /5 yrs. respectively	6/5 issues respectively

Skipping of issues will not be condoned for the purpose of grant of advertisements.

Advertisements will not be issued to newspapers and periodicals which incite communal passions or preach violence or offend socially accepted conventions of public decency and morals.

While political affiliation of a newspaper will not be taken into account, weightage will be given to small and medium newspapers and periodicals and also those published in backward local languages.

TRIPURA

Advertising Policy, 1978

Category	Paid Circulation	Minimum pages in different sizes	Regularity
Dailies A	More than 3,000	4	—
B	Not less than 2,000	4	—
C	Not less than 2,000	4	—
D	2,000	4	—

Bi and tri-weeklies, weeklies under categories A and B above should have circulation of 3,000 copies with 4 pages, while category 'C' newspapers under these periodicities should have 4 pages with not less than 2,500 copies as circulation. For category 'D' tri and bi-weeklies, weeklies and fortnightlies, the circulation requirement is 2,000 copies with 4 pages.

Relaxation in the case of periodicals/weeklies/fortnightlies published in tribal minority languages.

'A' category newspapers will get 40 per cent, while B, C and D will be given 25 per cent, 20 per cent and 15 per cent of the total advertisements, respectively.

For eligibility purposes, a newspaper must be registered with R.N.I. New Dailies are entitled to get advertisement after three months; weeklies and others after six months and magazines after two years of regular publication.

Rates

While selecting newspapers for releasing advertisement, the criteria of paid circulation, number of pages, print area of the paper, periodicity, class of readership, regularity in publication etc. will be taken into consideration.

UTTAR PRADESH

Advertising Policy 1979

	Paid circulation	Minimum pages in different sizes	Regularity
Dailies	1,000	4	Regular publication for six months
Weeklies/fortnightlies	—	4	—do—

No advertisement will be issued to papers which spread communalism, or are obscene or indulge in character assassination.

Papers published outside the State are approved for Government advertisements if they have been approved by the D.A.V.P.

Most of the advertisements are to be issued in Hindi, the ratio will be 70 per cent to Hindi, 20 per cent to English and 10 per cent to Urdu papers.

All display advertisements will be issued directly by various departments, in consultation with the Information Department.

Public Sector corporations and local bodies will issue classified advertisements directly.

Rate structure :

Dailies	Rate
(a) Circulation (between 1,000—5,000)	Rs. 1.50 per cm
(b) Circulation (between 5,001—7,500)	Rs. 2.50 per cm
(c) Circulation (between 7,501—10,000)	Rs. 3.00 per cm
(d) Above 10,000	As Approved by D.A.V.P.
Weeklies	
(a) Circulation (between 500—2,000)	Rs. 1.00 per cm
(b) Circulation (between 2,001—4,000)	Rs. 1.50 per cm
(c) Circulation (between 4,001—10,000)	Rs. 2.00 per cm
(d) Above 10,000 circulation	As approved by the D.A.V.P.

Payments of all classified advertisements will be made by the departments concerned except PWD and Irrigation.

APPENDIX VIII.10

CONSIDERATIONS INFLUENCING GOVERNMENT ADVERTISING

This paper gives information on the use of Government and public sector advertising as a means of patronage rather than communication.

The advertising policy of the Central Government as laid down over the years is to aim at a balanced and equitable placing of advertisements. The policy makes it clear that Government advertisements are not intended to be a measure of financial assistance. This is subject, however, to weightage or consideration to be given to small and medium newspapers, language newspapers, etc. in pursuance of broader social objectives of the Government.

Advertising by the Government over the years has however tended to be regarded not as an exercise in communication but as patronage that may be extended or withdrawn depending upon the complexion of the Government in office. Placing of advertisements has often been influenced by the line on public issues taken by a newspaper.

The White Paper on Misuse of Mass Media during the Internal Emergency has given several instances of the use of advertising as a means of political patronage. But the aberrations were not restricted to the Emergency period. There have been fluctuations in the amount of advertisements released to various papers during the periods in office of Governments of different houses.

For instance, Bennett, Coleman & Co. was given DAVP advertisements worth Rs. 17.14 lakhs in 1972-73. This came down to Rs. 10 lakhs in 1974-75 but went up to Rs. 20.10 lakhs in 1976-77. In 1978-79, the company got DAVP advertisements for Rs. 28.59 lakhs.

Indian Express Newspapers were getting advertisements worth Rs. 11.75 lakhs in 1974-75. This came down to Rs. 5.22 lakhs in 1976-77 but after change of Government at the Centre, Express Newspapers got DAVP advertisements worth Rs. 20.53 lakhs in 1977-78 and Rs. 26.15 lakhs in 1978-79. The Statesman which got DAVP advertisements worth Rs. 5.14 lakhs in 1973-74, got DAVP advertisements worth only seventeen thousand rupees

in 1975-76 and one thousand rupees in 1976-77. With the change of Government at the Centre in 1977, the newspapers' share of DAVP advertisements shot up to Rs. 9.77 lakhs.

The share of four big newspaper establishments in DAVP advertisements from 1972-73 to 1978-79 is given below :

Year	Bennett Coleman	Express News- papers	Hindustan Times	Statesman	Total
1	2	3	4	5	6
(Rs. in lakh)					
1972-73	17.14 (8.9)	10.43 (5.42)	14.59 (7.58)	5.45 (2.83)	47.61 (24.73)
1973-74	12.12 (7.94)	10.13 (6.63)	9.63 (6.31)	5.14 (3.37)	37.02 (24.25)
1974-75	10.00 (7.02)	11.75 (8.26)	7.82 (5.50)	3.21 (2.26)	32.78 (23.04)
1975-76	11.10 (5.03)	11.98 (5.43)	9.50 (4.30)	0.17 (0.08)	32.75 (14.84)
1976-77	20.10 (8.52)	5.22 (2.21)	11.45 (4.85)	0.01 (0.01)	36.73 (15.5)
1977-78	23.89 (10.20)	20.53 (8.77)	16.01 (6.84)	9.77 (4.17)	70.20 (29.98)
1978-79	28.59 (9.55)	26.15 (8.74)	22.15 (7.40)	5.05 (1.69)	81.93 (27.38)

NOTE : Figures within brackets indicate percentage to the total expenditure of DAVP on Press advertising during the year.

Misuse during the Emergency

The White Paper says that, during the Internal Emergency, after July 1975 newspapers and periodicals were screened and classified as hostile or friendly and advertisements became a matter of political patronage. A list of newspapers/periodicals from which advertisements were withheld from time to time during the Emergency is given in Enclosure I.

On the one hand, certain papers were unduly favoured. According to the White paper, on June 1, 1976, DAVP recorded that "MIB has desired that rate increase demanded by the National Herald should be agreed to, as it was reasonable." The Minister also wanted that release of advertisements should be stepped up to Navjeevan, Lucknow and Quami Awaz, Lucknow.

The White Paper notes that "as a result of this stepping up, the National Herald, which was getting Rs. 2.51 lakhs worth of advertisements in 1974-75, got Rs. 5 lakhs worth of advertisements in 1975-76 and Rs. 8.71 lakhs in 1976-77. Another big gainer was Navjivan of Lucknow whose figures for these years were Rs. 0.46 lakh, Rs. 0.97 lakh and Rs. 2 lakhs. Quami Awaz's figure rose from Rs. 0.4 lakh to Rs. 0.51 lakh and finally to Rs. 0.86 lakh."

"Subsequent to 1-6-76, Shri K. K. Pillai, General Manager, National Herald saw the DAVP to discuss a further increase in the advertisement tariff for the Associated Journal Group of Papers. The DAVP pointed out that the combined rate of the

National Herald of Rs. 15.18 for a circulation of 43,000 copies was already much higher than the rates of newspapers with more than twice the circulation of the National Herald. For instance, the Times of India, New Delhi with a circulation of 90,470 had a rate of Rs. 13.66. Indian Express, Delhi, with the same circulation had a rate of Rs. 11.70. The combined rate of Indian Express, Bombay and Ahmedabad with a circulation of over one lakh was Rs. 13. Later, Shri Pillai himself withdrew the request as he felt that further increase in the National Herald rate would drive private advertisers away from the paper."

Discretionary revision of DAVP rates

From February 1, 1977, a wholesale upward revision of rates took place, according to the White Paper. Information supplied by DAVP to the Enquiry Committee says that as many as 523 newspapers were given rates higher than even their commercial rates. Some noteworthy cases are mentioned in Enclosure II. This upward revision would have cost DAVP Rs. 36 lakhs a year in respect of dailies alone, according to the White Paper.

The upward revision was based on the recommendations the Advertisements Rates Structure Group constituted by the Ministry. By a correction made by the Minister himself in the original minutes of the meeting of the Group, it was laid down that among the papers which are to be promoted and encouraged were those which "supported and promoted National policies of socialism, secularism and democracy and which obeyed the accepted Professional Code of Journalistic Ethics." It was decided that special weightage upto Rs. 10 per single column centimetre should be given at the discretion of the Ministry to papers which supported national policies. The White Paper says that this gave the Minister wide powers to extend patronage to papers which supported the Government.

In some cases, even the discretionary weightage of Rs. 10 per single column centimetre was exceeded. As the figures given in Enclosure II show, in the case of Surya India the original rate of advertisements which was Rs. 7.15 per single column centimetre, was revised to Rs. 41.75 per single column centimetre resulting in an increase of nearly 600 per cent. Such increase was sought to be justified on the ground that like Reader's Digest, Surya was 'in a special class'.

As a result of the increase in advertisement rates and also other activities of DAVP, its expenditure rose from Rs. 2.66 crores in 1974-75 to Rs. 3.51 crores in 1975-76 and finally to Rs. 5.15 crores in 1976-77.

State Government Advertising

With regard to the release of State Government advertisements to particular newspapers, there have been complaints that the political affiliation or attitude of a newspaper is a factor in the release of advertisements. The Jammu & Kashmir Government advertisement policy explicitly stipulates that the 'policy' of the paper will be taken into account while giving advertisements and that display advertisements will be issued to newspaper which broadly support Government policies. The Bihar Government policy provides that the "tone, temper and policy" of the newspaper will be taken into consideration in the placement of advertisements. Only Assam and Sikkim have stated in so many words that political affiliation of a newspaper will not be taken into account in placing government advertisements.

Complaints to the Press Council

There have been numerous complaints to both the first Press Council and the second Press Council regarding the denial of advertisements to newspapers by state Governments on extraneous grounds.

Searchlight and Pradeep Case

In April 1974, Searchlight, an English daily of Patna and its sister Hindi daily, Pradeep, complained to the Press Council that advertisements had been withdrawn from them by the Bihar Government. The State Government, in its note to the Press Council, took the plea that the two newspapers had created an impression that the government was incapable of effectively handling law and order and that it would be easy for agitating students to start large-scale violence and lawlessness. The Press Council did not agree with the State Government's argument that no one has the right to question the discretion of the government in withholding advertisements. It said this view is based on a total misapprehension of the functions of the Press in an open society and in a democratic set-up. The Council said the government's discretion in distribution of advertisements is not absolute, but is subject to the condition that advertisements are not placed or withheld for influencing editorial policy of a particular paper or as a punishment for following an editorial policy not to the government's liking. It held that such withdrawal of advertisements constitutes an invasion of Freedom of the Press.

After the expression of this opinion by the Press Council, the State Government restored advertisements to the two papers.

Denial of advertisements to the Tribune by the Haryana Government

In May 1970, the then Editor of the Tribune, Chandigarh, Shri R. Madhavan Nair, complained to the Press Council that the Haryana Government had stopped advertisements to his paper because of certain editorials which had 'infuriated' Shri Bansi Lal, the then Chief Minister of the State.

The Haryana Government in defence raised two points both of which were rejected by the Press Council. The points were:

- (a) The advertisement tariff of the Tribune was unreasonably high and that the government had decided to go in for cheaper newspapers. The Council held that this had not been made out and the argument fell to the ground at every point. The Council mentioned that the government did not even show the usual courtesy of informing the newspaper of their intention to stop advertisements on the ground of the paper's tariff being high and enquiring as to whether there was any chance of the paper trying to accommodate the government;
- (b) The Tribune was giving more publicity to Punjab than to Haryana and was publishing more photographs and pictures of events in Punjab than of Haryana. The Council found that it was not so in fact and that, even if so, it would not afford any valid justification for stopping the advertisements.

In view of these findings, the Council came to the conclusion that the action of the Government of Haryana in suddenly stopping advertisements to the Tribune from May 22, 1970 was calculated to threaten Freedom of the Press and that withdrawal of advertisements and the attempts to stop the circulation of the

paper were in retaliation for the editorial policy of the newspaper which was evidently not relished by the Government. The Council said that this was an attempt to influence the editorial policy of the paper. It recorded disapproval of this invasion of liberty of the Press and the freedom of the Editor in conducting his paper and condemned the action of the government.

Dainik Sambad of Agartala

In April 1970, the Editor of Dainik Sambad of Agartala, Shri B. Dutta Bhaumick, complained to the Press Council against denial of advertisements by the Tripura Government. The Council adjudicated that there was no justification for the State Government withholding advertisements from the paper.

Times of India, Navbharat Times and Shri Charan Singh

The Press Council's Report for 1972 says that the then Uttar Pradesh Chief Minister, Shri Charan Singh, had withdrawn advertisements from the Times of India and Navbharat Times as some news items and comments appearing in these papers were not palatable to him. The Report said that the State Government did not respond to the Press Council's request for its comments on the complaint. Advertisements to the two papers were however resumed following a change of Government in the State.

Gomantak and the Goa Government

According to its 1972 Report, the Press Council considered as wholly unjustified and a threat to Freedom of the Press, the Goa Government action in withdrawing advertisements from Gomantak. The Editor had complained that the advertisements were stopped as the views of the paper were not liked by the Government.

Alai Osai and Shri M. G. Ramachandran

Towards the beginning of 1980, Alai Osai, a Tamil daily published from Madras, complained to the Press Council that the State Government had stopped releasing advertisements to the newspaper. The paper also alleged that a number of government offices and departments had informed the paper's management that they would no longer be subscribing to it as it has been deleted from the approved list.

The complaint said while advertisements to Alai Osai had been stopped, Anna, a Tamil daily, founded by Shri M. G. Ramachandran, State Chief Minister, was getting most of the advertisements released by the Directorate of Information and Public Relations of Tamil Nadu. It said another Tamil daily Makkal Kural, which supported the government in power was getting advertisements in much larger proportion than those which had greater circulation than that newspaper. The complaint said a clear discrimination had been made in the matter of release of advertisements to Alai Osai because of political reasons and the policy that it is following not being in favour of the government in power.

In response to the Press Council's queries, the State Government informed that the 'tone and content' of a newspaper were considered to be important criteria while selecting newspapers for release of advertisements. It said Alai Osai often contained scurrilous and scandalous writings against the government and against officials and individuals. It was on account of such writings, which were considered unethical, that both

the release of advertisements and purchase of the paper by government departments were dispensed with. The letter from the State Government however said that the release of advertisements to Alai Osai had been resumed.

Following this, the newspaper did not pursue the complaint and the Council decided to dismiss the complaint as withdrawn. However, some points mentioned in the letter from the General Manager of the paper to the Press Council are significant. The letter dated 26th May 1980, says that it had almost become a routine for elected governments to stop advertisements on one pretext or the other to those newspapers which did not toe the political line and philosophy of the ruling party. The latter emphasises that irrespective of the policy pursued by newspapers, the government should use newspapers especially the small and medium ones as their media for advertisements. A part of the letter given in the PCI Review (a quarterly journal of

the Press Council of India) of October 1980 is reproduced below :

"If the Press Council could recommend to the State Government that party considerations should not stand in the way and whether the newspapers support or oppose some of the policies, conduct or behaviour of the politicians, the release of advertisements should not be affected. This is our prayer and if the Press Council intervenes, such frequent and politically motivated decisions could be put to an end."

The Times of India and Shri Morarji Desai

It is well known that advertisements were denied to the Times of India, Bombay, for 15 years by the then Bombay Government headed by Shri Morarji Desai as the paper did not support the prohibition policy being implemented by the State Government.

Enclosure I

(APPENDIX VIII.10)

Daily Newspaper from which advertisements were withheld

English Dailies	Indian Express, Delhi/Bombay/Ahmedabad/Madras/Bangalore/Vijayawada/Cochin/Madurai. Financial Express, Delhi/Bombay. Statesman, Delhi/Calcutta. Nagpur times, Nagpur. Assam Tribune, Gauhati.
Hindi Dailies	Swadesh, Gwalior/Indore. Yugdharma, Nagpur/Raipur/Jabalpur. Tarun Bharat, Lucknow. Punjab Kesari, Jullundur. Vijra Prahar, Dholpur. Jagran, Gorakhpur. Nava Bharat, Nagpur/Bhopal/Raipur/Jabalpur/Indore. Bandhaviya Samachar, Rewa.
Urdu Dailies	Hind Samachar, Jullundur. Sangam, Patna.
Punjabi Daily	Lok Lahar, Jullundur.
Bengali Dailies	Ganasakti, Calcutta. Dainik Sambad, Agartala. Basumati, Calcutta. Ananda Bazar Patrika, Calcutta. Satyug, Calcutta.
Oriya Daily	Jagavarta, Bolangir.
Gujarati Dailies	Garvi Gujarat, Surat. Loksatta, Baroda/Surat. Janasatta, Rajkot/Ahmedabad. Sandesh, Ahmedabad. Janambhoomi, Bombay. Phulchaab, Rajkot. Pratap, Surat. Kutchmitra, Bhuj.
Malayalam Daily	Deshabhimani, Calicut/Cochin.
Assamese Daily	Dainik Assam, Gauhati.
Marathi Dailies	Tarun Bharat, Nagpur/Poona. Apla Maharashtra, Dhulia. Marathwada, Aurangabad. Loksatta, Bombay.

Kannada Daily	Kannada Prabha, Bangalore.
Telugu Daily	Andhra Prabha, Bangalore/Vijayawada.
Tamil Dailies	Theekkathir, Madurai. Thanthi, Madras/Madurai/Trichirapalli/Coimbatore/Tirunelveli/Vellore/Guddalore.
	Malai Murasu, Madras/Vellore/Madurai/Salem/Tiruchi/Coimbatore/Tirunelveli. Dena Sudar, Bangalore. Dinamani, Madras/Madurai.

Enclosure II

(APPENDIX VIII.10)

Newspapers/Periodicals whose rates were increased

Name of the Paper	Original rate	Enhanced rate
1	2	3
	(In Rs.)	(In Rs.)
Hitavada, Bhopal	3.00	4.00
National Herald, Delhi	3.75	8.75
Mail, Madras	3.75	9.75
Pioneer, Lucknow	5.25	8.25
National Herald, Lucknow	6.75	11.75
Hindu, Madras	29.21	38.00
Economic Times, Bombay	3.18	16.20
Northern India Patrika, Allahabad	5.08	10.10
Economic Times, Delhi	1.90	6.90
Amrita Bazar Patrika, Calcutta	14.00	19.00
Hindustan Times, New Delhi	23.49	31.50
Socialist India, Delhi	2.50	10.50

1	2	3
Economic & Political Weekly, Bombay .	3.75	8.75
Clarity, Bombay	4.50	10.50
Current, Bombay	5.25	15.00
Blitz, Bombay	17.01	22.50
India Today, New Delhi	2.50	12.50
Youth Times, Bombay	3.18	12.18
Bhavan's Journal, Bombay	5.25	13.25
Femina, Bombay	20.00	25.00
India Tidings, New Delhi	2.50	8.50
Vayuyan, New Delhi	3.15	10.15
Art of Living, Amritsar	3.15	8.15
Vikrant, New Delhi	3.45	8.45
Imprint, Bombay	5.55	15.55
Surya India, Delhi	7.15	41.75
Indrama, New Delhi	3.45	13.45
Young March, New Delhi	3.90	13.90
Hindustan, New Delhi	19.50	24.50
Jai Hind, Ahmedabad	3.00	13.00
Jai Hind, Rajkot	6.00	16.00
Vikshanam, Cochin	6.00	11.00
Jugantar, Calcutta	24.12	30.10
Ananda Bazar Patrika, Calcutta	38.10	46.10
Socialist Bharat, Delhi	3.00	11.00
Yuva Pragati, New Delhi	4.20	12.20
Navnit, Bombay	7.20	12.00
Sanchetna, Delhi	3.15	9.15
Shabistan, Delhi	4.65	9.65
Huma, Delhi	4.50	9.50
Huda, Delhi	4.50	9.50
Quami Ekta, Delhi	5.85	10.85
Mayura, Bangalore	10.20	15.20
Banfula, Bhuvaneswar	3.15	8.15
Paurusha, Cuttack	3.90	11.90
Nava Kallol, Calcutta	9.15	14.15
Nangaiyar Malar	6.90	11.90
Thenolai, Madras	3.15	8.15
Pan Aur Sakshiyat, Bombay	3.00	11.00
Prerna, Panjabi, Delhi	3.90	8.90
Indian Trade Journal	3.75	12.75
Youth Times, New Delhi	3.18	12.18
Adam Eve, Madras	5.85	11.85

APPENDIX VIII.11

NEWSPAPERS NOT BEING USED BECAUSE OF NON-ACCEPTANCE OF DAVP RATES

S. No.	Name of the Publication	Year from which not being used
1	2	3
1.	Business Standard, Calcutta	1978-79
2.	Times of India, Bombay	1978-79
3.	Evening News of India, Bombay	1980-81
4.	Economic Times, Bombay/Delhi/Calcutta	1979-80
5.	Statesman, Delhi/Calcutta	1978-79
6.	Femina, Bombay	1978-79
7.	Illustrated Weekly of India, Bombay	1975-76
8.	Filmfare, Bombay	1978-79
9.	Caravan, Delhi	1979-80
10.	Eve's Weekly, Bombay	1980-81
11.	Star & Style, Bombay	1980-81
12.	Industrial Times, Bombay	1980-81
13.	Women's Era, Delhi	1978-79
14.	Readers Digest, Bombay	1980-81
15.	Imprint, Bombay	1980-81
16.	Science Today, Bombay	1978-79
17.	Seminar, Delhi	1978-79
18.	Cinema Vision, Bombay	1980-81
19.	Design, Delhi	1979-80
20.	Mirror, Bombay	1980-81
21.	Journal of Indian Medical Association, Calcutta	1980-81
22.	Sarita, Delhi	1979-80
23.	Mukta, Delhi	1979-80
24.	Madhuri, Delhi	1979-80
25.	Sudha, Bangalore	1980-81
26.	Mayur, Bangalore	1980-81
27.	Shree, Bombay	1978-79
		(Resumed w.e.f. 1-10-1980)
28.	Kumudum, Madras	1977-78
29.	Vipula, Hyderabad	1980-81
30.	Chatura, Hyderabad	1980-81
31.	Chitrlekha, Ahmedabad	1978-79
32.	Anand Bazar Patrika, Calcutta	1978-79
		(Resumed w.e.f. March 1980)
33.	Desh, Calcutta	1978-79

IMPORTANCE OF THE RURAL MARKET

The growth rate of rural consumption of consumer products is greater than the growth rate of urban consumption, as will be seen from the following findings of the audit of consumer goods off-take conducted by the Operations Research Group, Baroda :

Urban Vs. Rural Off-take Growth			
	1977	1979	% change
Packaged tea (Tonnes)			
Urban	40,000	33,000	-21
Rural	18,000	26,000	+44
Analgesic tablets (Rs. 1000)			
Urban	61,000	70,000	+15
Rural	39,000	65,000	+67
Detergent Powders (Tonnes)			
Urban	52,000	61,000	+17
Rural	5,000	9,000	+80
Soap Cakes/Bars (Tonnes)			
Urban	263,000	242,000	-9
Rural	161,000	239,000	+48
Detergent Cakes/Bars (Tonnes)			
Urban	39,000	57,000	+46
Rural	8,000	21,000	+162

Urban-type consumer durables are also finding a growing market in rural areas, as shown by the following findings of a study conducted by Clarion's Consultancy and Research Division. Sample : 5452 farmers and landless labourers; Field-work in 1979; States covered : Andhra Pradesh, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh, Uttar Pradesh, Orissa, Bihar and West Bengal.

Modern Durables Owned

	Land-less labourers	Marginal farmers	Small farmers	Other farmers
	%	%	%	%
Durables :				
Wrist Watch	9	22	34	58
Wall clock	1	4	7	15
Torch	8	20	30	45
Radio/Transistor	5	10	21	41
Kerosene Stove	1	3	6	10
Electric fan	1	1	2	7
Petromax	2	3	6
Sewing machine	2	2	9	3
Bicycle	19	31	43	57
Base	(1171)	(1417)	(1451)	(1413)

The Indian Institute of Management, Calcutta conducted a small-scale pilot study in one developed district in West Bengal early in 1980 to obtain some qualitative insights. In this developed district in West Bengal, a very high degree of penetration of 'modern' consumer products was observed.

Percent Households possessing/Using	Item	%
	Detergent Powder	79
	Shampoo	17
	Talcum powder	65
	Toothbrush/Paste	72
	Bicycle	88
	Transistor	64
	Kerosene Stove	65
	Wrist watch	84
	Sewing machine	16
	Ceiling fan	11
	Pump set	37
	Fertilizer	71
	High-yielding seed	52

A high correlation is observed between the use of fertilizer and high-yielding seeds and the possession of the above-types of consumer products.

The study also yielded interesting insights into the strength of brand images. Nationally advertised brands appear to command much higher consumer loyalty than regional/local brands; at the same time, the importance of the latter is not to be ignored.

Response to Brand Image

Item	Regular National Brand % Household	Regional Local Brand % Household
Washing soap	80	17
Toilet soap	100	..
Detergent powder	90	6
Shampoo	93	7
Talcum powder	72	20
Kerosene chula	80	16
Electric fan	70	10
Sewing machine	75	25

The National Council of Applied Economic Research published early in 1980 a report entitled "Household Income and Its Disposition". The field-work was conducted in 1976.

The durables considered for this study were as follows : Entertainment gadgets/Electrical appliances/Kitchen appliances/Modes of transport/Fans/Watches/Sewing machines/Furniture/etc.

It is true, as the table below shows, that the average reporting household in the urban areas owned durables worth almost three times the value reported by the rural household.

Value of Consumer Durables Owned :
Average per Reporting Household

Urban	Rs. 1,993
Rural	Rs. 678

In terms of total money spent, however, the rural market took up Rs. 272 crores worth of durables in 1976 as compared to Rs. 240 crores of durables purchased in the urban market. The ownership of durables in rural areas was found to rise consistently with household income.

Moreover, there is a strong correlation between education level and consumer durables owned. One notes that education in the rural areas is rising.

Education Level and Consumer Durables owned

Rural	% of Household wealth
No formal Education	1.1
Primary School	2.3
Middle School	2.0
Matric	3.1
Graduate and above	5.2

The NCAER report observes : "A rising trend in the proportion of households owning consumer durables with increasing levels of education of the chief earners was noticed in both the rural and the urban areas; the rural starting with a lower base had a steeper gradient compared to the urban."

While the rural market for agro inputs has been well recognised ever since the green revolution of the late 1960s, the above facts indicate the magnitude of the rural market for consumer products also. The possession of ownership both of farm inputs and of consumer durables is closely associated. This is brought out in a study undertaken by clarion in 1979 in the States of Andhra Pradesh, Karnataka, Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh, Haryana and Punjab. The study covered eight developed districts and eight less developed districts scattered over the four zones of the country with a total of 1891 respondents drawn mainly from the categories of landless labourers and farmers with various sizes of holdings.

The table below shows the ownership of various kinds of durables, and also the utilisation of farm inputs, by four income categories :

Possession of Durables/Major Farm Assets
(Income Profile)

Consumer Durables/ Farm Assets	Group 'A' %	Group 'B' %	Group 'C' %	Group 'D' %
Cycle	35	43	53	69
Scooter/Motor cycle	7	13
Motor car	**	1
Radio/Transistor	23	43	38	56
Wrist Watch	28	45	47	70
Sewing Machine	4	9	13	15
Tractor	5	14
Bullock Cart	18	34	57	56
Livestock/Work stock	22	41	47	67
Milk cattle	31	51	53	70
Gobar gas plant	..	2	1	7
Sample Base	(593)	(423)	(456)	(407)

(Multiple replies)

**Less than 0.5% Not mentioned : 12

Group 'A' : Upto Rs. 25 per capita per month

Group 'B' : Rs. 26-50 per capita per month

Group 'C' : Rs. 51-100 per capita per month

Group 'D' : Rs. 100 per capita per month

The same study brought out the relationship between rural development and the rising consumption of the radio/transistor, which is one of the first durables to be purchased in a developing community. The following table brings out the possession of radios/transistors in rural areas in terms of the percentage of landless labourers and land owning farmers of different categories, in developed and less developed districts :

	Land- less lab- ourer	Less than 2.5 acres	2.5- 5.0 acres	5.0- 15.0 acres	15-0 acres and above	Retail- ers	Other
Developed Dis- tricts	11	34	63	62	66	46	48
Less Developed Dis- tricts	10	23	60	50	48	49	42

The ownership of wrist watches according to different categories of land holding was as follows over a period of years.

Ownership of Wrist watches

(Percent in landholding category)

Ownership/ Year	2.5—5 acres	5—15 acres	Above 15 acres
1970	18	25	25
1971	23	26	26
1972	23	27	27
1973	27	30	29
1974	31	35	30
1975	38	39	31
1976	47	47	32
1977	54	58	34
1978	57	65	47
1979	62	73	57
Base—100%	(235)	(333)	(223)

Analysing the above data, Shri Subroto Sen Gupta of Clarion says :

"Thus, the advertiser looking at this (rural) market would find it worth while to investigate those district or local newspapers which are likely to have a genuine rural readership."

A study conducted by the Indian Institute of Management, Calcutta, in a West Bengal district in 1980 attempted to get some idea of the dependence on different media or other sources of information in purchase decisions by rural buyers. It is interesting that while non-media sources turned out to be more important, among the media the newspaper scored the top position, as the following table indicates :

Dependence upon Media/Sources in purchase decision

Source/Media	Consumer Semi-luxury %	Consumer durable %	Farming implements %
Newspaper	10.66	30.66	10.66
Radio	8.00	9.33	9.33
Cinema	1.33	5.33	8.00
Teacher/Doctor	2.67	10.66	0.00
Local M.L.A./Panchayat Member	1.33	9.33	30.66
Salesman	1.33	12.00	20.00
Shopkeeper	34.66	22.66	13.33
Friend	16.00	61.32	21.33
Neighbour	12.00	57.32	29.33

SOURCE : "The Emerging Rural Market for Consumer Products" (October 1980) by Shri Subroto Sen Gupta of Clarion Advertising Services.

APPENDIX VIII.13

NUMBER OF GOVERNMENT PERIODICALS :
LANGUAGE-WISE 1956-79

S. No.	Language	1956			1960			1965		
		Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total
1. English		56	35	91	94	34	128	140	48	189
2. Hindi		15	39	54	21	34	55	31	58	89
3. Urdu		4	2	6	3	4	7	3	6	9
4. Marathi		1	1	2	1	3	4	1	5	6
5. Bengali		4	5	9	4	4	8	3	3	6
6. Punjabi		1	1	2	1	1	2	2	4	6
7. Malayalam		2	1	3	2	4	6	4	7	11
8. Kannada		1	3	4	4	1	5	2	2	4
9. Telugu		2	4	6	4	1	5	4	2	6
10. Tamil		1	2	3	3	4	7	4	5	9
11. Gujarati	1	1	2	8	10	1	3	4
12. Assamese	1	2	3	1	3	4
13. Oriya		1	1	2	2	2	4	1	4	5
14. Sanskrit	1	..	1
15. Sindhi
16. Others		5	25	30	22	18	40	30	23	5
TOTAL		93	120	213@	164	120	284	227	169	396

* included one Kashmere newspaper.

@ includes one English daily—Meteorological Department Bulletin.

@ @ includes one English daily owned by Andaman & Nicobar Island Administration.

S. No.	Language	1970			1975			1979		
		Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total
1.	English	139	43	182	149	48	197	158	51	209
2.	Hindi	33	48	81	41	56	97	53	67	120
3.	Urdu	4	5	9	7	8	15	6	12	18
4.	Marathi	1	7	8	4	9	13	5	10	15
5.	Bengali	6	7	13	7	7	14	7	8	15
6.	Punjabi	2	6	8	3	6	9	3	9	12
7.	Malayalam	2	3	5	4	3	7	5	6	11
8.	Kannada	2	2	4	2	5	7	3	6	9
9.	Telugu	3	2	5	5	3	8	5	4	9
10.	Tamil	4	5	9	6	3	9	6	3	9
11.	Gujarati	1	2	3	2	..	2	2	5	7
12.	Assamese	1	2	3	2	2	4	3	4	7
13.	Oriya	2	4	6	2	4	6	2	4	6
14.	Sanskrit
15.	Sindhi
16.	Others	25	35	60	34	48*	82	45	67*	112
		225	171	396	268	202	470	303	256	559@@

APPENDIX VIII. 14

GOVERNMENT PUBLICATIONS : GROWTH IN CIRCULATION 1960-79

Year	Circulation (in thousands)			Share in the total circulation of periodicals (in per cent)		
	Central Govt.	State Govt.	Total	Central Govt.	State Govt.	Total
1960	507	319	816	2.6	1.7	4.3
1965	N.A.	N.A.	500	N.A.	N.A.	3.3
1970	N.A.	N.A.	947	N.A.	N.A.	4.5
1975	N.A.	N.A.	906	N.A.	N.A.	3.5
1979	754	574	1,328	2.3	1.7	4.7

APPENDIX VIII. 15

GROWTH IN THE NUMBER OF GOVERNMENT PUBLICATIONS
SUBJECT-WISE 1970-1979

Category	1970			1975			1979		
	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total
1	2	3	4	5	6	7	8	9	10
News and Current Affairs	22	44	66	39	49	88	48	64	112
Social Welfare	12	33	45	10	35	45	21	47	68
Agriculture and Animal Husbandry	24	17	41	27	24	51	31	21	52
Commerce & Industry	24	7	31	29	9	38	32	10	42
Education	11	16	27	11	21	32	11	26	37
Transport and Communication	30	5	35	38	2	40	32	2	34
Literary & Cultural	10	9	19	10	14	24	14	20	34
Engineering & Technology	23	4	27	29	4	33	28	5	33
Science	18	..	18	23	..	23	28	3	31
Radio & Music	21	..	21	21	..	21	21	..	21

1	2	3	4	5	6	7	8	9	10
Law & Public Admn.	7	7	14	8	13	21	10	11	21
Medicine & Health	11	7	18	11	6	17	10	5	15
Labour	3	11	14	2	11	13	3	10	13
Finance & Economics	2	9	11	2	9	11	2	7	9
Art	1	..	1	3	..	3	3	..	3
Insurance, Banking & Coopera- tion	3	..	3	..	1	1	..	2	2
Women	2	..	2	2	..	2	2	..	2
Children	1	..	1	1	1	2	1	1	2
Religion & Philosophy	..	2	2	1	1	2	..	1	1
Film
Sports
Unclassified	1	2	3	6	..	26
TOTAL	225	171	396	268	202	470	303	255	558

Source :—RNI annual reports, Press in India Part I.

APPENDIX VIII. 16

NUMBER OF GOVERNMENT PUBLICATIONS
PERIODICITY-WISE 1956—79

Year	Weeklies			Fortnightlies			Monthlies			Quarterlies		
	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total
1	2	3	4	5	6	7	8	9	10	11	12	13
1956	10	13	23	39	59	98
1960	5	20	25	24	13	37	65	60	125	51*	27*	78*
1965	14	20	34	26	15	41	87	88	175	78	33	111
1970	18	20	38	20	15	35	103	84	187	61	41	102
1973	24	21	45	27	19	46	109	93	202	79	52	131
1979	19	25	44	39	24	61	127	116	243	93	68	161

* includes half yearlies.

@ includes fortnightlies, quarterlies, annuals

Year	Other Periodicals			Annuals			Total		
	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total	Central Govt.	State Govts.	Total
1	2	3	4	5	6	7	8	9	10
1956	43@	48@	91@	92	120	212
1960	16	..	16	164	120	284
1965	17	3	20	5	9	14	227	169	396
1970	17	7	24	6	4	10	225	171	396
1975	23	13	36	6	4	10	268	202	470
1979	20	17	37	7	5	12	303	255	558

MAHARASHTRA GOVERNMENT'S PROPOSAL TO START A NEWSPAPER

The following information was furnished to the Centre by the Maharashtra Government with regard to its proposal to publish a daily newspaper :

"It has been noticed that some of the newspapers, particularly those belonging to big groups, deliberately indulged in sensationalised manner of reporting. The stories regarding crime have been unduly played up and published in an exaggerated manner which resulted in creating panic and scare in the minds of the people. These newspapers publish such stories in a pictorial form and provocative style with total disregard to the representation of facts and persistent appeals by the concerned authorities to avoid such play-ups. A number of welfare schemes undertaken by the Government for amelioration of the lot of the poor and for upliftment of the downtrodden have also often been presented by these newspapers through their columns in quite distorted manner perhaps with the intention to vitiate the very spirit behind such schemes. The prejudicial criticism levelled by the opposition received undue importance and disproportionate space in all these newspapers. The version of the Government and constructive and developmental work hardly merited any attention, the result being that even the well-intended and poor-oriented schemes of the Government were not projected properly. These newspapers even went to the extent of creating imaginary stories capable of demoralising the whole administration and creating a situation leading to insecurity. All this naturally resulted in giving only a lop-sided and distorted picture of the work of the Government.

"Considering all these aspects in their proper perspective the Chief Minister of Maharashtra in his reply to the discussion on the Governor's Address in the State Legislative Assembly on 11th March, 1981 announced the intention of the Government to start a newspaper of its own, to give true and correct functioning of the Government. Chief Minister intended that such newspaper will publish the facts regarding Government activities in their true spirit and proper perspective and in a constructive manner so that the beneficiaries of the schemes and also the people at large get true and factual information regarding all important developmental activities and schemes of the Government related to the welfare of the people and betterment of the

society. The details regarding the name, place of publication, required staff, arrangements regarding printing, distribution, sales promotion, etc. are being discussed from the point of view of legal, technical and alternative ways of publication by forming a trust etc. and then after the project is finalised the newspaper may start its publication."

APPENDIX VIII. 18

FEDERAL PUBLIC SERVICE COMMISSION'S LETTER

Recruitment of personnel for various posts in All India Radio and the publicity branches of the Ministry appears to be made on the presumption that ready-made personnel are available in the market in adequate numbers and all that is to be done is to announce the posts and pick out the best out of the personnel responding to such advertisements. The result is that a very large number of applications are received in response to our advertisement from people with no particular qualification but mainly with some sort of general education and some sort of experience which is more like that of a "Jack of all trades". These posts require not only mental calibre and general education but also a high degree of grasp of current internal and international affairs with their historical background and a flair for publicity and facile writing. Persons with these qualifications are not readily available in sufficient numbers and the only way to secure them would be to recruit young people with good academic record and mental calibre and give them specialised training for their duties. Really first class officers should thus be built up by the Ministry. To this end, the best course would be to organise the various posts into one or more regular cadres. My own general impression is that all the posts in the information and publicity branches the Ministry and the News Programmes sections of the All India Radio are capable of being integrated into such cadre or cadres. We should then adopt the method of open competition for recruiting highly qualified young graduates for these services. Their training, future utilisation and promotion should be more or less on the lines on which the regular All India or Central Services have been built up so far. The advantage we would claim for this system would be that the best material would be drafted into the Service and after reasonable time, the Ministry would have a much better type of people handling their activities than they have now.

COMMON OWNERSHIP UNITS (COU) APPROACHED FOR DATA ON NEWSPAPERS ECONOMICS

A. COUs which supplied the information

1. Bennett Coleman & Co. Ltd. (Public Ltd.)
2. Express Newspapers
3. Amrit Bazar Patrika (Pvt.) Ltd.
4. Malayala Manorma Co. Ltd. (Public Ltd.)
5. Mathrubhumi Printing and Publishing Co. Ltd. (Public Ltd.)
6. Kasturi and Sons Ltd. (Public Ltd.)
7. Statesman Ltd. (Public Ltd.)
8. Sandesh Limited (Public Ltd.)
9. Indian National Press (Bombay) (Public Ltd.)
10. Hind Samachar Ltd. (Public Ltd.)
11. Sakal Papers Pvt. Ltd.
12. K.G. Kulish and Others.
13. Manipal Printers and Publishers Pvt. Ltd.
14. Servants of People Society (Trust)
15. E.M.S. Namboodripad (Individual)
16. Bombay Printers Ltd.
17. K. Ch. Sharma (Individual)

B. COUs which did not supply the information

1. Ananda Bazar Patrika Pvt. Ltd.
2. Hindustan Times & Allied Publications
3. Thanthi Trust and Allied Publications
4. The Printers (Mysore) (Pub.) Ltd.
5. Lok Prakashan (Public) Ltd.
6. Saurashtra Trust
7. Traders Private Ltd.
8. The Newspapers and Publications Ltd.
9. Nageswara Rao Estates Pvt. Ltd.
10. Jaya Karnataka News Printers Pvt. Ltd.
11. Newspapers and Periodicals (Individual)
12. R.G. Maheswari and Sons (Partnership)
13. R.G. Baruah and Others (Regd. Partnership)
14. Associated Journals Ltd. (Public Ltd.)
15. K.C. Agarwalla and Others (Firm)
16. M/s T.V. Ramasubba Iyer and Others (Regd. Firm)
17. M/s. Jagran Publication Pvt. Ltd.
18. Pioneer Ltd. (Public Ltd.)
19. The Jananamandal Ltd. (Public Ltd.)
20. T. Chandrasekhar Reddy (Partnership)
21. Newsmen Associates Limited (Public Ltd.)
22. National Journals (Firm)
23. Kesari Mahratta Trust
24. Narottamdas Laxmi Chand Shah (Individual)
25. N.Y. Khadilkar and Others (Regd. Firm)
26. Virendra and Sons (Regd. Partnership)

27. Raisina Publications (Public Ltd. and United India) Periodicals Pvt. Ltd.
28. K. Narendra and Others (Firm)
29. Mrs. V.D. Chaudhary and Others (Regd. Firm)
30. D.S. Potnis (Individual)
31. Maharashtra Papers Pvt. Ltd.
32. S.N. Maran and Others
33. Patrakar Prakashan & Allied Publications (Regd. Firm)
34. Hazari Lal Sharma (Individual)
35. Nav Chetan Samiti (Regd. Society)
36. Jai Chandra Arya & Others (Regd. Partnership)
37. Rahstriya Vichar Sadhna (Regd. Society)
38. H.M. Ismail Tabish & Others (Partnership)
39. Gyan Sarup Gupta (Jagaran Publications) (Individual)
40. Janayugam Publications Ltd. (Public Limited)
41. Vishnu Sharma Arunesha and Lease Holder-Adhikar Printers and Publishers Co-op. Society Limited.
42. V.N. Sharma and V.K. Sood (Regd. Firm)
43. Manak Chopra (Individual)
44. Periyar Self Respect Propaganda Institution (Trust), Trichi
45. R.K. Purbi and Others (Regd. Firm)
46. Tamil Murasu Publishers Pvt. Ltd.
47. Acharya Chandanmal Gundecha (Individual)
48. B.D. Uniyal (Individual)
49. Dwarka Prasad Agarwal (Firm)
50. Rewa Prakashan Ltd. (Public Ltd.)
51. V.P. Rageswari (Individual)
52. Abhaya Kumar Dubey (Individual)
53. Omkar Prakashan Pvt. Ltd.
54. Daily Prabhat and Poona Daily News Pvt. Ltd.
55. K. George Thomas (Individual)
56. G.K. Siddappa Setty (Individual)
57. M/s G.B. Bhosale and Sons (Regd. Firm)
58. Tej Narain Sharma (Individual)
59. Progressive Writers and Publishers Society (Regd.)
60. Mam Chand Mital (Individual)
61. Shaik Chand (Individual)
62. Himachal Times Publications (Unregistered Firm)
63. Yudhvir (Individual)
64. Bhagirath Gupta (Individual)
65. V.S. Dempo & Co. (Pvt.) Ltd.
66. Dr. Shiv Kumar Trivedi (Individual)
67. Kumar Publications Trust
68. The Bombay Samachar (Pvt.) Ltd.

DAILY NEWSPAPERS SUMMONED TO FURNISH INFORMATION IN SEPTEMBER 1979

(a) Daily newspapers which supplied the information

1. Times of India, Bombay
2. Times of India, New Delhi
3. Times of India, Ahmedabad
4. Economic Times, Bombay
5. Economic Times, New Delhi
6. Economic Times, Calcutta
7. Nav Bharat Times, New Delhi
8. Nav Bharat Times, Bombay
9. Maharashtra Times, Bombay
10. Evening News of India, Bombay
11. Amrita Bazar Patrika, Calcutta
12. Jugantar, Calcutta
13. Northern India Patrika, Allahabad
14. Lok Satta, Bombay
15. Indian Express, New Delhi
16. Indian Express, Chandigarh
17. Indian Express, Ahmedabad
18. Financial Express, Delhi
19. Financial Express, Bombay
20. Hindustan Times, Delhi
21. Hindustan Times Evening News, Delhi
22. Statesman, Calcutta
23. Statesman, Delhi
24. Tribune, Chandigarh
25. Indian Express, Bangalore
26. Indian Express, Cochin
27. Indian Express, Madras
28. Indian Express, Madurai
29. Indian Express, Vijayawada
30. Indian Express, Hyderabad
31. Dinamani, Madras
32. Dinamani, Madurai
33. Malayala Manorama, Kottayam
34. Malayala Manorama, Calicut
35. Mathrubhumi, Cochin
36. Mathrubhumi, Calicut
37. Deccan Herald, Bangalore
38. Prajavani, Bangalore
39. The Hindu, Madras
40. The Hindu, Coimbatore
41. The Hindu, Bangalore
42. Sandesh, Ahmedabad
43. Sandesh, Baroda
44. Sevak, Ahmedabad
45. Aryavarta, Patna
46. Indian Nation, Patna
47. Janmbhoomi, Bombay
48. Phulchhab, Rajkot
49. Pratap, Surat
50. Kerala Kaumudi, Trivandrum
51. Nagrik, Hathras
52. Hind Samachar, Jullundur
53. Punjab Kesari, Jullundur
54. Dinamalar, Tirunelveli
55. Dinamalar, Tiruchirapalli
56. Samaj, Cuttack
57. Eenadu, Hyderabad
58. Tarun Bharat, Nagpur
59. Deepika, Kottayam
60. Ajit, Jullundur
61. Makkal Kural, Madras
62. Daily Pratap, Delhi
63. Veekshanam, Cochin
64. Satya Samvad, Kanpur
65. Bharat, Allahabad
66. Pratehvayu, Muzaffarpur
67. Lok Manya, Rajkot
68. Vellore Malai Murasu, Vellore
69. Sakal, Poona
70. Andhra Prabha, Vijayawada
71. Kannada Prabha, Bangalore
72. Andhra Prabha, Bangalore
73. Rajasthan Patrika, Jaipur
74. Aaj, Varanasi
75. Assam Tribune, Gauhati
76. Dainik Assam, Gauhati
77. Gujarat Mitra, Surat
78. Tarun Bharat, Poona
79. Vishvmitra, Calcutta
80. Express, Trichur
81. Sanmarg, Calcutta
82. Alai Osai, Madras
83. Deshabhimani, Calicut
84. Basumati, Calcutta
85. Viswakeralam, Trivandrum
86. Dainik Tej, Sriganganagar
87. Dainik Karmyug Prakash, Jalaun
88. Janasatta, Ahmedabad
89. Nai Dunia, Indore
90. Prabhat, Ahmedabad
91. Deccan Chronicle, Secunderabad
92. Dainik Janambhumi, Jorhat
93. Deshabhimani, Cochin
94. Pradeepam, Calicut
95. Nava Bharat, Jabalpur
96. Nava Bharat, Bhopal
97. Bombay Samachar, Bombay
98. Pudhari, Sangli
99. Ananda Bazar Patrika, Calcutta
100. Hindustan Standard, Calcutta
101. Business Standard, Calcutta
102. Angarey, Hyderabad

103. Janashakti, Patna
104. Bharat Mail, Patna
105. Bharatha Nadu, Kottayam
106. Jai Kutch, Bhuj
107. Kerala Sree, Alleppey
108. Sindabad, Kottayam
109. Samaya, Shadhdol
110. Nav Prabhat, Gwalior
111. Sandhyakal, Bombay
112. Urdu Times, Bombay
113. Gavkari, Ahmednagar
114. Dharitri, Bhubaneswar
115. Adhikar, Kota
116. Rashtradoot, Kota
117. Sainik, Agra
118. Sanmarg, Varanasi
119. Andhra Jyoti, Vijayawada
120. Gujarat Samachar, Ahmedabad
121. Gujarat Samachar, Surat
122. Dainik Jagran, Bhopal
123. Dainik Jagran, Kanpur
124. Vishwavani, Hubli
125. Musalman, Madras
126. Dainik Ganadoot, Tripura
127. Amrit Prabhat, Allahabad
128. Bhramar, Nasik.

(b) *Daily newspapers which did not supply the information*

1. Agradoot, Gauhati
2. Aina, Srinagar
3. League Times, Calicut
4. Jana Vrit, Ratlam
5. Kesari, Poona
6. Swarajya, Bhubaneswar
7. Desa Bhakthan, Madras
8. Veer Bharat, Kanpur
9. National Herald, Delhi
10. The Daily Thanthi, Madras
11. The Daily Thanti, Coimbatore
12. The Daily Thanthi, Madurai
13. Thaniniram, Trivandrum
14. Jan Utthan, Gwalior
15. Janata Yug, Aligarh
16. Paigham, Kanpur
17. Search Light, Patna
18. Pradeep Patna
19. Indore Samachar, Indore
20. Murasoli, Madras

(c) *Daily newspapers to which reminders were not sent for various reasons*

- | | | |
|-------------------------|---|-----------------------------|
| 1. Katu Satya, Sambalpu | — | Proprietor died. |
| 2. Chambal, Kota | — | Became a weekly. |
| 3. Skyline, Hyderabad | — | Suspended. |
| 4. Swarajya Times, Agra | — | Records destroyed in floods |
| 5. Karmachari, Sagra | — | Not maintained. |



APPENDIX IX. 3

NEWSPAPER COMPANIES ASKED TO FURNISH EXPENDITURE/REVENUE DATA

(a) *Newspaper companies which gave expenditure/revenue data*

1. Siasat, Hyderabad
2. Ek Nazar, Delhi
3. Keralanadam, Ernakulam
4. Hind Samachar, Jullundur
5. Janavarta, Varanasi
6. Daily Ajit, Jullundur
7. Vyapar Bharati, Delhi
8. Aftab, Srinagar
9. Rozana Hind, Calcutta
10. Hindu, Madras
11. Pioneer, Lucknow
12. Malayala Manorama, Kottayam
13. Hindustan Times, New Delhi
14. Manipal Printers and Publishers (P) Ltd, Manipal
15. Bennett Coleman & Co. Ltd., Bombay
16. India Today, Delhi
17. Prabhat, Ahmedabad
18. Amrita Bazar Patrika, Calcutta
19. Siyasat Jadid, Kanpur
20. Akash Marg, Deoria (U.P.)

(b) *Newspaper companies which did not furnish expenditure/revenue data*

1. Indian Express, New Delhi
2. Statesman, Calcutta
3. Daily Salar, Bangalore
4. Pudhari, Kolhapur
5. Udaya, Bijapur
6. Keraleeyan, Cochin
7. Vijaya Bhanu, Visakhapatnam
8. Angarey, Hyderabad
9. Pradip, Tamluk (W.B.)
10. Madhya Pradesh Chronicle Bhopal
11. Jalte Deep, Jodhpur
12. Jai Rajasthan, Udaipur
13. Upmanyu, Dehradun
14. Dainik Sambad, Agartala
15. Nav Prabhat, Gwalior

APPENDIX IX.3

(c) *The form in which newspapers were requested to supply information**Data about revenue and cost*

1. Data may kindly be supplied for 1970, 1975 and 1980 of the nearest year to each for which information is available.

2. The principal headings of revenue, expenditure and the disaggregation preferred are indicated below. It is possible that a particular newspaper may only be able to give information in a somewhat modified form. Information available nearest to what has been indicated should be given.

3. The information should be in terms of total amount and the per copy share, giving the number of copies for the year.

4. Where the company publishes more than one newspaper and/or the same newspaper from more than one centre, the information should be given separately for each centre of publication and for each publication from each centre, and also the joint revenue and expenditure for each publication and for all publications, the purpose is to understand how chain papers enjoy economies/diseconomies of scale.

5. *Revenue Heads :*

- (a) Circulation — Gross
— Distribution Discounts
— Net
- (b) Advertisement — Gross
— Discounts
- (c) Job work — Net
- (d) Rent of owned buildings
- (e) Sale of waste paper
- (f) Miscellaneous and total.

6. *Expenditure Heads :*

- (a) Newsprint
- (b) Other paper
- (c) Other materials
- (d) News collection — (i) staff-wages and salaries.
(ii) news agencies
- (e) Editorial staff—wages and salaries
- (f) Newspaper (non-journalist) staff-wages and salaries
- (g) Printing press staff—wages and salaries
- (h) Rent for buildings leased.
- (i) Distribution expenses (other than discounts)
- (j) Miscellaneous
and Total

7. Please also give information on the following points :

- (a) Distribution arrangements for the paper including the discounts offered to distributors at different levels. In cases there have been any recent changes in distribution arrangements and discounts, they should be specified
- (b) Was there any occasion during 1980 when newsprint was not available with the newspaper and had to be borrowed or bought from unauthorised sources? Please give specific instances;
- (c) Present price charged and changes in the prices during the last three years;
- (d) Have you conducted any readership surveys in recent years? If so, please send copies;
- (e) Advertisement rates charged from general advertisers those sanctioned by DAVP; and those agreed to by other government agencies; and
- (f) Latest Annual Report, balance sheet, and profit and loss account, as submitted to the Registrar of Companies/Shareholders/income tax authorities, etc.

APPENDIX IX.4

EXPENDITURE AND REVENUE DATA OF 50 NEWSPAPER UNDERTAKINGS : 1977-78

(Figures in brackets indicate percentage share in expenditure/revenue.)

(Rs. in lakhs)

S. No.	Name of the Company/Dailies	Circulation of dailies 1978	Expenditure				Total
			Material	Salary Wages	News-gathering	Others	
1	2	3	4	5	6	7	8
BIG							
1.	Bennett Coleman & Co), Ltd., Bombay.	10,26,628	1100.03 (56.62)	368.41 (18.97)	105.34 (5.42)	368.93 (18.99)	1942.71
2.	Indian Express (M) Ltd., Madras.	4,14,059	471.82 (73.97)	103.24 (16.18)	33.75 (5.29)	29.07 (4.56)	637.88
3.	Amrita Bazar Patrika (P) Ltd., Calcutta	4,38,152	320.09 (48.79)	184.76 (28.17)	48.20 (7.35)	102.94 (15.69)	655.99
4.	Malayala Manorama (P) Ltd., Calicut	4,05,065	333.08 (63.63)	73.90 (14.12)	22.90 (4.38)	93.52 (21.12)	523.40
5.	Indian Express Newspapers (B) Ltd., Bombay	3,81,947	479.84 (59.57)	111.10 (13.79)	45.32 (5.63)	169.25 (21.01)	805.51
6.	Mathrubhumi Printing & Publishing Co. Ltd.	2,79,701	232.14 (63.67)	80.26 (22.01)	16.49 (4.52)	35.72 (9.80)	364.61
7.	The Printers (M) Ltd.	2,50,142	273.61 (64.17)	79.06 (18.54)	14.27 (3.35)	56.46 (13.94)	423.40

S. No.	Name of the Company/Dailies	Circulation	Adverti- sement	Others	Total	Surplus/ Deficit/	Surplus Deficit as a percent- age of total Revenue
1	2	9	10	11	12	13	14
BIG							
1.	Bennett Coleman & Co., Ltd., Bombay.	1393.18 (44.75)	1560.61 (50.13)	149.34 (5.12)	3113.08	1170.37	37.60
2.	Indian Express (M) Ltd., Madras	455.49 (49.92)	407.34 (44.64)	49.64 (5.44)	912.47	274.59	30.09
3.	Amrita Bazar Patrika (P) Ltd., Calcutta	290.87 (44.71)	326.26 (50.15)	33.48 (5.14)	650.61	(—)5.38	(—)0.83
4.	Malayala Manorama Ltd., Calicut	364.37 (65.29)	170.94 (30.63)	22.80 (4.08)	558.11	34.71	6.22
5.	Indian Express Newspapers (B) Ltd., Bombay	349.57 (39.72)	337.53 (38.36)	192.97 (21.92)	880.07	74.56	8.47
6.	Mathrubhumi Printing & Publishing Co. Ltd.	226.94 (59.30)	128.36 (33.54)	27.40 (7.16)	382.70	18.09	4.73
7.	The Printers (M) Ltd.	265.18 (56.30)	193.39 (41.04)	12.51 (2.66)	470.98	47.58	10.10

1	2	3	4	5	6	7	8
8.	The Hindustan Times Ltd.	4,14,993	559.79 (57.23)	182.14 (18.62)	71.84 (7.35)	164.40 (16.81)	978.17
9.	Kasturi & Sons	2,21,456	479.64 (49.39)	151.90 (15.64)	19.96 (2.06)	319.59 (32.91)	671.09
10.	Statesman Ltd.	2,16,444	275.14 (29.41)	264.85 (28.31)	56.45 (6.04)	339.05 (36.24)	935.52
11.	Sandesh Ltd.	1,64,337	157.83 (62.58)	29.08 (11.53)	9.73 (3.88)	55.55 (22.03)	252.19
12.	The Tribune Trust	2,19,150	197.02 (67.84)	32.11 (11.05)	13.86 (4.78)	47.41 (16.33)	290.40
13.	The Newspaper & Pub. Ltd.	1,40,953	103.07 (49.49)	68.76 (33.02)	4.06 (1.95)	32.36 (15.54)	208.25
14.	Saurashtra Trust	1,60,058	128.74 (62.50)	42.94 (20.85)	7.54 (3.66)	26.75 (12.99)	205.97
15.	Sakal Papers (P) Ltd.	1,27,794	117.31 (65.60)	28.44 (15.90)	9.33 (5.22)	23.74 (13.28)	178.82
16.	Andhra Pradesh Ltd.	1,62,750	110.58 (68.50)	31.93 (19.80)	6.97 (4.32)	11.90 (7.28)	161.38
17.	The Kerala Kaumudi (P) Ltd.	1,26,964	74.15 (58.02)	20.32 (15.90)	3.26 (2.55)	90.08 (23.53)	127.81
18.	Hind Samachar Ltd.	2,01,447	165.30 (59.36)	15.92 (5.72)	2.09 (0.75)	95.16 (34.17)	278.47
19.	Rajasthan Patrika	74,882	70.96 (73.07)	9.61 (9.90)	5.00 (5.15)	11.54 (11.88)	97.41

1	2	9	10	11	12	13	14
8.	The Hindustan Times Ltd.	387.90 (37.07)	559.76 (53.49)	98.84 (9.44)	1046.50	68.33	6.53
9.	Kasturi & Sons	352.89 (34.93)	619.92 (61.36)	37.57 (3.71)	1010.38	39.29	4.03
10.	Statesman Ltd.	299.62 (30.72)	618.37 (63.40)	57.42 (5.88)	975.41	39.89	4.09
11.	Sandesh Ltd.	134.39 (50.95)	122.47 (46.43)	6.92 (2.62)	263.78	11.59	4.39
12.	The Tribune Trust	149.45 (46.60)	160.97 (49.98)	11.64 (3.62)	322.06	31.66	6.83
13.	Newspaper & Pub. Ltd.	99.21 (46.07)	110.40 (51.27)	5.74 (2.66)	215.35	7.10	3.30
14.	Saurashtra Trust	127.32 (56.66)	91.67 (40.80)	5.70 (2.54)	224.69	18.72	8.33
15.	Sakal Papers (P) Ltd.	105.22 (51.99)	87.08 (43.02)	10.10 (4.99)	202.40	23.58	11.65
16.	Andhra Prabha Ltd.	132.91 (57.56)	68.19 (29.53)	(29.83) (12.91)	230.03	69.55	30.12
17.	The Kerala Kaumudi (P) Ltd.	84.12 (60.83)	51.71 (37.39)	2.46 (1.78)	138.29	10.48	7.58
18.	Hind Samachar	209.90 (74.88)	67.66 (24.14)	2.77 (0.98)	280.33	1.86	0.66
19.	Rajasthan Patrika	58.98 (56.07)	45.57 (43.32)	0.64 (0.61)	105.19	8.08	7.68

1	2	3	4	5	6	7	8
20.	T. V. Rama Sugba Iyer	71,269	56.49 (57.11)	8.52 (8.61)	5.28 (5.34)	28.62 (28.94)	98.91
21.	Janana Mandal Ltd.	96,732	78.95 (59.39)	23.47 (17.66)	8.55 (6.43)	21.96 (16.52)	132.93
22.	R. G. Baruah & Others	64,756	26.34 (32.53)	27.18 (33.57)	2.64 (3.26)	24.81 (30.64)	80.97
23.	Servants of People Society	63,118	46.82 (65.40)	5.44 (7.60)	4.82 (6.73)	14.51 (20.27)	71.59
24.	Gujarat Mitra	59,258	51.27 (66.90)	9.40 (12.27)	2.96 (3.86)	13.01 (16.97)	76.64
25.	Ushodaya Publication (P) Ltd.	1,48,568	61.34 (40.21)	18.45 (12.09)	5.38 (3.53)	67.39 (44.71)	152.56
26.	Rashtriya Vichar Prashar Mandal	57,700	34.49 (59.26)	3.92 (6.74)	2.14 (3.67)	17.65 (30.33)	58.20
27.	Shri Narakesari Prakashan	55,005	37.59 (50.70)	15.24 (20.55)	3.29 (3.08)	19.03 (25.67)	74.15
28.	Viswamitra	53,859	53.48 (64.78)	7.17 (8.69)	5.19 (6.39)	16.71 (20.24)	82.55
29.	Deepika Printers	53,275	38.53 (61.67)	6.20 (9.92)	1.95 (3.12)	15.80 (25.29)	62.48
30.	Traders (P) Ltd.	54,019	57.14 (57.35)	18.20 (18.26)	2.94 (2.95)	21.36 (21.44)	99.64
31.	Nai Dunia	1,12,478	86.52 (60.49)	20.04 (14.01)	2.75 (1.92)	23.72 (23.58)	143.03
BIG TOTAL			6,279.10 (56.20)	2,041.96 (18.28)	543.28 (4.86)	2,307.99 (20.66)	11,172.33

1	2	9	10	11	12	13	14
20.	T. V. Rama Subba Iyer	71.33 (63.29)	40.34 (35.79)	1.04 (0.92)	112.71	13.80	12.24
21.	Janana Mandal Ltd.	75.60 (57.10)	53.14 (40.14)	3.66 (2.76)	132.40	(—)0.53	(—)0.40
22.	R. G. Baruah & Others	31.34 (48.88)	44.06 (57.46)	1.27 (1.66)	76.67	(—)4.30	(—)5.61
23.	Servants of People Society	42.21 (58.05)	30.48 (41.92)	0.02 (0.03)	72.71	1.12	1.54
24.	Gujarat Mitra	41.53 (49.52)	42.24 (50.36)	0.09 (0.12)	83.86	7.22	8.61
25.	Ushodaya Publication (P) Ltd.	96.06 (64.30)	51.94 (34.77)	1.38 (0.93)	149.38	(—)3.18	(—)2.13
26.	Rashtriya Vichar Prachar Mandal	41.37 (69.31)	18.26 (30.59)	0.06 (0.10)	59.69	1.49	2.50
27.	Shri Narakesar Prakashan	41.53 (53.93)	33.78 (43.86)	1.70 (2.21)	77.01	2.86	3.71
28.	Viswamitra	45.91 (52.95)	39.82 (45.93)	0.97 (1.12)	86.70	4.15	4.79
29.	Deepika Printers	37.75 (60.29)	21.42 (34.21)	3.44 (5.50)	62.61	0.13	0.21
30.	Traders (P) Ltd.	57.28 (59.00)	33.96 (34.98)	5.85 (6.02)	97.09	(—)2.55	(—)2.63
31.	Nai Dunia	84.66 (54.38)	57.96 (37.23)	13.05 (8.39)	155.67	12.64	8.12
	(BIG) TOTAL	6,154.03 (46.80)	6,195.50 (47.11)	800.30 (6.09)	13,149.83	1,977.50	15.04

1	2	3	4	5	6	7	8
MEDIUM							
32.	The Express, Trichur	47,408	35.13 (61.37)	4.02 (7.02)	4.31 (7.71)	13.68 (23.90)	57.14
33.	Daily Ajit, Jullundur	46,157	38.79 (64.76)	5.70 (9.52)	1.53 (2.55)	13.88 (23.17)	59.90
34.	Sanmarg (P) Ltd.	42,105	27.31 (58.07)	10.70 (22.75)	1.47 (3.03)	7.55 (16.05)	47.03
35.	Newsman Association Ltd.	33,087	22.27 (62.84)	3.78 (10.67)	1.66 (4.68)	7.73 (21.81)	35.44
36.	Southern Publication Ltd.	29,502	12.07 (54.62)	1.86 (8.42)	0.83 (3.75)	7.34 (33.21)	22.10
37.	The Pratap	26,171	14.12 (40.15)	6.59 (18.74)	0.38 (1.08)	14.08 (40.03)	35.17
38.	Deshabimani	20,553	9.48 (47.09)	2.24 (11.13)	0.69 (3.43)	7.72 (38.35)	20.13
39.	Veekshanam Printers & Publishers Ltd.	19,466	8.65 (39.28)	4.33 (19.67)	1.09 (4.95)	7.95 (36.10)	22.02
40.	Basumati Corp. Ltd.	15,357	33.07 (54.37)	0.80 (3.09)	5.00 (19.32)	6.01 (23.22)	44.88
41.	Deccan Chronicle	43,133	67.48 (48.15)	32.66 (23.30)	4.04 (2.88)	35.98 (26.57)	140.16
	MEDIUM — (TOTAL)		268.37 (55.45)	72.68 (15.02)	21.00 (4.34)	121.92 (25.19)	483.97

1	2	9	10	11	12	13	14
MEDIUM							
32.	The Express, Trichur	31.32 (62.98)	18.38 (36.96)	0.03 (0.06)	49.73	(—)7.41	(—)14.90
33.	Daily Ajit, Jullundur	39.32 (65.39)	19.97 (33.21)	0.84 (1.40)	60.13	0.23	0.38
34.	Sanmarg (P) Ltd.	34.11 (66.09)	16.56 (32.09)	0.94 (1.82)	51.81	4.58	8.87
35.	Newsman Association Ltd.	31.29 (85.84)	4.34 (11.91)	0.82 (2.25)	36.45	1.01	2.77
36.	Southern Publication Ltd.	18.49 (78.25)	3.24 (13.71)	1.90 (8.04)	23.63	1.53	6.47
37.	The Pratap	24.81 (68.69)	11.25 (31.15)	0.06 (0.16)	36.12	0.95	2.63
38.	Deshabmani	13.78 (71.96)	4.89 (25.54)	0.48 (2.50)	19.15	(—)0.98	(—)5.12
39.	Weekshanam Printers & Publishers Ltd.	11.39 (64.61)	5.72 (32.44)	0.52 (2.95)	17.63	(—)4.39	(—)24.90
40.	Basumati Corp. Ltd.	13.06 (45.41)	13.81 (48.02)	1.89 (6.57)	28.76	(—)16.12	(—)56.05
41.	Deccan Chronicle	57.84 (41.00)	81.68 (57.91)	1.54 (1.09)	141.06	0.90	0.64
MEDIUM — (TOTAL)		275.41 (59.32)	179.84 (38.74)	9.02 (1.94)	464.27	(—)19.70	(—)4.24

1	2	3	4	5	6	7	8
SMALL							
42.	Swatantra Journals	13,481	3.51 (79.05)	0.16 (3.60)	0.29 (4.51)	0.57 (12.84)	4.53
43.	Vishwakeralam	11,120	3.50 (72.46)	0.20 (4.14)	0.24 (4.97)	0.89 (18.43)	4.83
44.	Newspapers Ltd.	8,480	11.23 (39.87)	9.09 (32.26)	0.33 (1.17)	7.52 (26.70)	28.17
45.	Dainik Tej	6,582	0.79 (26.16)	0.43 (14.24)	0.21 (6.95)	1.59 (52.65)	3.02
46.	Damuchak	6,206	3.09 (65.47)	1.20 (25.42)	..	0.43 (9.11)	4.72
47.	Dainik Karmyug Prakash	5,907	2.40 (61.07)	0.75 (19.08)	0.17 (4.33)	0.61 (15.52)	3.93
48.	Saurashtra Gram Janta Prakashan	3,952	1.65 (32.54)	1.23 (24.26)	0.67 (13.22)	1.52 (29.98)	5.07
49.	Vellore Malai Murasu	4,310	2.47 (37.54)	1.44 (21.88)	1.01 (15.35)	1.66 (25.23)	6.58
50.	New Prabhat Publicity Co.	5,817	2.05 (15.12)	3.00 (22.12)	1.00 (7.42)	7.51 (55.38)	13.56
SMALL (TOTAL)			30.69 (41.24)	17.50 (23.52)	3.92 (5.27)	22.30 (29.97)	74.41

Note : Expenditure figures exclude depreciation.

1	2	9	10	11	12	13	14
SMALL							
42.	Swatantra Journals	3.14 (70.09)	1.34 (29.91)	..	4.48	(—)0.05	(—)1.12
43.	Vishwakeralam	3.92 (83.40)	0.78 (16.60)	..	4.70	(—)0.13	(—)2.77
44.	Newspapers Ltd.	9.46 (35.79)	10.29 (38.93)	6.68 (25.17)	26.43	(—)1.74	(—)6.58
45.	Dainik Taj	2.93 (96.38)	0.11 (3.62)	..	3.04	0.02	0.66
46.	Damuchak	3.18 (65.43)	1.68 (34.57)	..	4.86	0.14	2.88
47.	Dainik Karmyug Prakashan	2.51 (62.44)	1.51 (37.56)	..	4.02	0.09	2.24
48.	Saurashtra Gram Janta Prakashan	1.46 (28.29)	3.69 (71.51)	0.01	5.16	0.09	1.74
49.	Vellore Malai Murasu	2.47 (37.54)	1.44 (21.88)	2.67 (40.58)	6.53
50.	New Prabhat Publicity	2.29 (15.13)	12.83 (84.80)	0.01 (0.07)	15.13	1.57	10.38
SMALL (TOTAL)		31.36 (42.15)	33.67 (45.26)	9.37 (12.59)	74.40

APPENDIX IX. 5

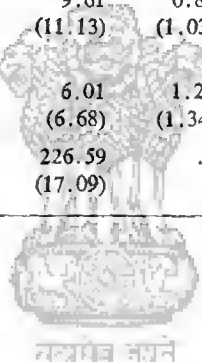
PERCENTAGE BREAK-UP OF REVENUE AND COSTS OF SELECTED BIG, MEDIUM AND SMALL NEWSPAPER/EDITIONS 1977-78

(Figures within brackets indicate percentage share)

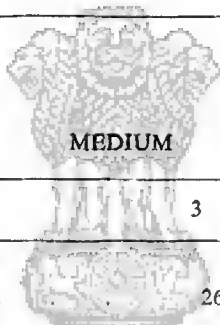
(Rs. in lakhs)

S. No.	Name of the Newspaper/Edition	Circulation (in '000)	Total Revenue	Share of revenue under major heads			
				Circulation	Advertisement	Rent	Others
1	2	3	4	5	6	7	8
1.	Times of India, Bombay (English)	218	999.15	230.60 (23.08)	745.17 (74.58)	..	23.38 (2.34)
2.	Navbharat Times, Bombay (Hindi)	79	98.60	63.76 (64.66)	30.64 (31.08)	..	4.20 (4.26)
3.	Maharashtra Times, Bombay (Marathi)	155	186.65	122.00 (65.36)	56.56 (30.30)	..	8.09 (4.34)
4.	Times of India, Delhi (English)	132	318.40	120.45 (37.83)	180.63 (56.73)	..	17.32 (5.44)
5.	Navbharat Times, Delhi (Hindi)	271	380.69	215.35 (56.57)	142.29 (37.38)	..	23.05 (6.05)
6.	Udayavani, Manipal (1980) (Kannada)	56@	91.29	50.18 (54.97)	39.43 (43.19)	0.16 (0.18)	1.52 (1.66)
7.	Ajit, Jullundur (1980) (Punjabi)	56@	91.83	57.98 (63.14)	33.17 (36.12)	..	0.68 (0.74)
8.	Hindu, Madras (1980) (English)	342@	1369.18	506.07 (36.96)	793.12 (57.93)	4.39 (0.32)	65.60 (4.79)

@ Figure taken from ABC certificate for June, 1980.

S. No.	Name of the Newspaper/ Edition	Total Cost	Share of cost under major heads					Other costs	Surplus (+) or Deficit (—)	Surplus/deficit as %age of Revenue
			Material	Salaries & Wages	News gathering cost					
					News agency	Others	(12+13)			
1	2	9	10	11	12	13	14	15	16	17
1.	Times of India, Bombay (English)	718.00	435.75 (60.69)	114.56 (15.96)	6.82 (0.95)	28.89 (4.02)	35.71 (4.97)	131.98 (18.38)	281.15	28.14
2.	Navbharat Times, Bombay (Hindi)	110.82	67.68 (61.07)	23.24 (20.97)	1.72 (1.55)	3.21 (2.90)	4.93 (4.45)	14.97 (13.51)	(—)12.22	(—)12.39
3.	Maharashtra Times, Bombay (Marathi)	196.86	133.64 (67.89)	33.77 (17.15)	1.97 (1.00)	4.76 (2.42)	6.73 (3.42)	22.72 (11.54)	(—)10.21	(—)5.47
4.	Times of India, Delhi (English)	333.65	236.94 (71.02)	61.73 (18.50)	3.85 (1.15)	4.12 (1.23)	7.97 (2.38)	27.01 (8.10)	(—)15.25	(—)4.79
5.	Navbharat Times, Delhi (Hindi)	356.39	278.37 (78.11)	48.18 (13.52)	4.43 (1.24)	4.86 (1.36)	9.29 (2.60)	20.55 (5.77)	24.30	6.38
6.	Udayavani, Manipal (1980) (Kannada)	86.34	48.48 (56.15)	9.61 (11.13)	0.89 (1.03)	0.29 (0.34)	1.18 (1.37)	27.07 (31.35)	4.95	5.42
7.	Ajit, Jullundur (1980) (Punjabi)	89.95	52.15 (57.98)	6.01 (6.68)	1.21 (1.34)	..	1.21 (1.34)	30.58 (34.00)	1.88	2.05
8.	Hindu, Madras	1326.09	763.01 (57.54)	226.59 (17.09)	..	31.72 (2.39)	31.72 (2.39)	304.77 (22.98)	43.09	3.15
 नमो भगवते वासुदेवाय										
1	2				3	4	5	6	7	8
9.	Kerala Kaumudi, Trivandrum (Malayalam)				127	138.29	84.12 (60.83)	51.71 (37.39)	0.07 (0.05)	2.39 (1.73)
10.	Eenadu, All editions (Telugu)				149	149.38	96.05 (64.30)	51.94 (34.77)	0.34 (0.23)	1.05 (0.70)
11.	Deepika, Kottayam (Malayalam)				53	52.61	37.75 (60.29)	21.42 (34.21)	..	3.44 (5.50)
12.	Gujarat Mitra, Surat (Gujarati)				59	83.80	41.50 (49.52)	42.20 (50.36)	..	0.10 (0.12)
13.	Nai Dunia, Indore (Hindi)				112	155.67	84.65 (54.38)	57.96 (37.23)	..	13.06 (3.39)
14.	Tarun Bharat, Nagpur (Marathi)				55	77.01	41.53 (53.93)	33.78 (43.86)	0.02 (0.02)	1.68 (2.19)
15.	Tarun Bharat, Poona (Marathi)				58	59.69	41.37 (69.31)	18.26 (30.59)	..	0.06 (0.10)
TOTAL						4262.24 (100.00)	1793.36 (42.08)	2298.28 (53.92)	4.98 (0.12)	165.62 (3.88)

1	2	9	10	11	12	13	14	15	16	17
9. Kerala Kaumudi, Trivandrum (Malayalam)		127.81	74.15 (58.02)	20.32 (15.90)	0.98 (0.77)	2.28 (1.78)	3.26 (2.55)	30.08 (23.53)	10.48	7.58
10. Eenadu, All Editions (Telugu)		152.56	61.34 (40.21)	18.45 (12.09)	0.85 (0.56)	4.53 (2.97)	5.38 (3.53)	67.39 (44.17)	(—)3.27	(—)2.19
11. Deepika, Kottayam (Malayalam)		62.48	38.53 (61.67)	6.20 (9.92)	..	1.95 (3.12)	1.95 (3.12)	15.80 (25.29)	0.13	0.20
12. Gujarat Mitra, Surat (Gujarati)		76.64	51.27 (66.90)	9.40 (12.27)	..	2.96 (3.86)	2.96 (3.86)	13.01 (16.97)	7.16	8.54
13. Nai Dunia, Indore (Hindi)		143.03	86.51 (60.49)	20.04 (14.01)	0.62 (0.43)	2.13 (1.49)	2.75 (1.92)	33.73 (23.58)	12.64	8.12
14. Tarun Bharat, Nagpur (Marathi)		74.15	37.59 (50.70)	15.24 (20.55)	0.50 (0.67)	1.79 (2.41)	2.29 (3.08)	19.03 (25.67)	2.86	3.71
15. Tarun Bharat, Poona (Marathi)		58.20	34.49 (59.26)	3.92 (6.24)	0.45 (0.77)	1.69 (2.90)	2.14 (3.67)	17.65 (30.33)	1.49	2.50
		3912.97	2399.90 (61.33)	617.26 (15.78)	24.29 (0.62)	95.18 (2.43)	119.47 (3.05)	776.34 (19.84)		



1	2	3	4	5	6	7	8
1. Economic Times, Bombay (English)		26	107.62	29.12 (27.06)	76.79 (71.35)	..	1.71 (1.59)
2. Evening News of India, Bombay (English)		27	48.56	14.63 (30.13)	33.17 (68.30)	..	0.76 (1.57)
3. Economic Times, Delhi (English)		15	43.72	15.62 (35.72)	26.72 (61.12)	..	1.38 (3.16)
4. Times of India, Ahmedabad (English)		41	64.61	42.61 (65.95)	18.25 (28.25)	..	3.75 (5.80)
5. Daily Siasat, Hyderabad (1979-80) (Urdu)		..	35.88	22.10 (61.60)	13.78 (38.40)
6. Express, Trichur (Malayalam)		47	49.73	31.31 (62.98)	18.38 (36.96)	..	0.04 (0.06)
7. Sanmarg, Calcutta (Hindi)		42	51.60	34.10 (66.09)	16.56 (32.09)	..	0.94 (1.82)
8. Alai Osai, Madras (Tamil)		30	23.63	18.49 (78.25)	3.24 (13.71)	..	1.90 (8.04)
9. Basumati, Calcutta (Bengali)		15	28.76	13.06 (45.41)	13.81 (48.02)	..	1.89 (6.57)
10. Veekshanam, Cochin (Malayalam)		19	17.63	11.39 (64.69)	5.72 (32.44)	..	0.25 (2.95)
TOTAL			471.74 (100.00)	232.43 (49.27)	226.42 (48.00)	..	12.89 (2.73)

1	2	9	10	11	12	13	14	15	16	17
1. Economic Times, Bombay (English)		101.36	36.91 (30.50)	32.81 (32.37)	2.01 (1.98)	17.64 (17.40)	19.65 (19.38)	17.99 (17.75)	6.26	5.82
2. Evening News of India, Bombay (English)		17.22	12.58 (73.65)	1.40 (8.13)	0.71 (4.12)	0.64 (3.72)	1.35 (7.84)	1.89 (10.98)	31.34	64.54
3. Economic Times, Delhi (English)		37.11	16.64 (44.34)	12.07 (32.52)	1.03 (2.78)	1.28 (3.45)	2.31 (6.23)	6.09 (16.41)	6.61	15.12
4. Times of India, Ahmedabad (English)		76.70	38.90 (50.72)	22.13 (28.65)	1.82 (2.37)	2.19 (2.86)	4.01 (5.23)	11.66 (15.20)	(—)12.09	(—)18.71
5. Daily Siasat, Hyderabad (1979-80) (Urdu)		35.94	20.14 (56.04)	2.48 (6.91)	0.55 (1.52)	0.82 (2.29)	1.37 (3.81)	11.95 (33.24)	(—)0.06	(—)0.17
6. Express, Trichur (Malayalam)		57.24	35.13 (61.37)	4.02 (7.02)	0.29 (0.51)	4.12 (7.20)	4.41 (7.71)	13.68 (23.90)	(—)7.51	(—)15.10
7. Sanmarg, Calcutta (Hindi)		47.03	27.31 (58.07)	10.70 (22.75)	0.34 (0.73)	1.13 (2.40)	1.47 (3.13)	7.55 (16.05)	4.57	8.86
8. Alai Usai, Madras (Tamil)		22.10	12.07 (54.62)	1.86 (8.42)	0.22 (0.99)	0.61 (2.76)	0.83 (3.75)	7.34 (33.21)	1.53	6.47
9. Basumati, Calcutta (Bengali)		25.88	14.07 (54.37)	0.80 (3.09)	0.29 (1.12)	4.71 (18.20)	5.00 (19.32)	6.01 (23.22)	2.88	10.01
10. Veckshanam, Cochin (Malayalam)		22.02	8.65 (39.28)	4.33 (19.67)	0.11 (0.50)	0.98 (4.45)	1.09 (4.95)	7.95 (36.10)	(—)4.39	(—)24.90
		442.60 (100.00)	216.40 (48.89)	92.60 (20.92)	7.37 (1.67)	34.12 (7.71)	41.49 (9.38)	92.11 (20.81)		

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1	2	3	4	5	6	7	8
1. Economic Times, Calcutta (English)		11	16.54 (70.19)	11.61 (27.81)	4.60 (27.81)	..	0.33 (2.00)
2. Daily Aftab, Srinagar (Urdu) (1980)		7	8.32 (40.63)	3.38 (50.63)	4.21 (50.63)	..	0.73 (8.74)
3. Prabhat, Ahmedabad (1979) (Gujarati)		6	15.13 (15.13)	2.29 (84.80)	12.83 (84.80)	..	0.01 (0.07)
4. Keralanadam, Cochin (1980) (Malayalam)		4	0.60 (8.63)	0.05 (91.37)	0.55 (91.37)
5. Rozana Hind, Calcutta (Urdu)		6	4.85 (49.67)	2.41 (50.33)	2.44 (50.33)
6. Satya Sambad, Kanpur (Hindi)		13	4.48 (70.09)	3.14 (29.91)	1.34 (29.91)
7. Pratehvayu, Muzaffarpur (Hindi)		6	4.86 (65.43)	3.18 (34.57)	1.68 (34.57)
8. Lok Manya, Rajkot (Gujarati)		4	5.75 (28.29)	1.63 (71.51)	4.11 (71.51)	..	0.01 (0.20)
9. Vishwakeralam, Trivandrum (Malayalam)		11	4.70 (83.40)	3.92 (16.60)	0.78 (16.60)
10. Karamyug, Orai (U.P.) (Hindi)		6	4.02 (62.44)	2.51 (37.56)	1.51 (37.56)
TOTAL			69.25 (100.00)	34.12 (49.27)	34.05 (49.18)	..	1.08 (1.55)

Note :—The data is mostly for 1977-78. Wherever it is not so, the year has been mentioned within brackets.

1	2	9	10	11	12	13	14	15	16	17
1. Economic Times, Calcutta (English)		43.93	12.35 (28.11)	16.20 (36.87)	0.93 (2.12)	1.90 (4.33)	2.83 (6.45)	12.55 (28.57)	(—)27.39	(—)165.60
2. Daily Aftab, Srinagar (Urdu) (1980)		8.23	4.74 (57.64)	0.78 (9.49)	0.28 (3.45)	0.13 (1.53)	0.41 (4.98)	2.30 (27.89)	0.09	1.08
3. Prabhat, Ahmedabad (1979) (Gujarati)		13.56	2.05 (15.12)	3.00 (22.12)	0.18 (1.33)	0.82 (6.05)	1.00 (7.38)	7.51 (55.38)	1.57	10.38
4. Keralanadam, Cochin (1980) (Malayalam)		0.60	0.43 (72.10)	0.06 (10.06)	0.04 (6.04)	0.05 (8.05)	0.09 (14.09)	0.02 (3.75)
5. Rozana Hind, Calcutta (Urdu)		5.04	2.29 (5.34)	1.03 (20.39)	—0.13— (2.71)		0.13 (2.71)	1.59 (31.56)	(—)0.19	(—)3.92
6. Satya Sambad, Calcutta (Hindi)		4.44	3.51 (79.05)	0.16 (3.60)	..	0.20 (4.51)	0.20 (4.51)	0.57 (12.84)	0.04	0.89
7. Pratehvayu, Muzaffarpur (Hindi)		4.72	3.09 (65.47)	1.20 (25.42)	0.43 (9.11)	0.14	2.88
8. Lok Manya, Rajkot (Gujarati)		5.07	1.65 (32.54)	1.23 (24.26)	0.12 (2.37)	0.55 (10.85)	0.67 (13.22)	1.52 (29.98)	0.68	11.83
9. Vishwakeralam, Trivandrum (Malayalam)		4.83	3.50 (72.46)	0.20 (4.14)	..	0.24 (4.97)	0.24 (4.97)	0.89 (18.43)	(—)0.13	(—)2.77
10. Karamyug, Orai (U.P.) (Hindi)		3.93	2.40 (61.07)	0.75 (19.08)	..	0.17 (4.33)	0.17 (4.33)	0.61 (15.52)	0.09	2.24
TOTAL		94.35 (100.00)	36.01 (38.17)	24.61 (26.08)	1.55 (1.64)	4.19 (4.44)	5.74 (6.08)	27.99 (29.67)		

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APPENDIX IX. 6

REVENUE AND EXPENDITURE BREAK-UP OF DAILY NEWSPAPERS/NEWSPAPER COMPANIES: 1970, 1975 AND 1980

S. No.	Name of the Company/ Newspaper	Year	No. of copies sold (Annual) (in thou- sand)	Total Revenue (Rs. in lakhs)	Share in Revenue (in percentage)					
					Circula- tion	Advertise- ment	Rent of owned bldg.	Sale of waste paper	Job work	Misc.
1	2	3	4	5	6	7	8	9	10	11
1. Times of India, Bombay	1970		54028	402.75	19.86	77.09	..	3.05
	1975-76		83355	952.38	25.69	71.32	..	2.92	..	0.07
	1980		71060	1024.25	21.10	75.30	..	3.27	..	0.33
2. Times of India, New Delhi	1970		24589	92.66	34.59	60.12	0.21	4.90	..	0.18
	1975-76		46706	318.04	35.84	59.75	0.25	3.75	..	0.41
	1980		52561	449.22	31.32	61.45	0.11	6.82	..	0.30
3. Economics Times, Bombay	1970		7936	41.49	29.53	68.55	..	1.92
	1975-76		12339	117.58	32.17	65.84	..	1.92	..	0.07
	1980		7461	77.83	29.04	68.56	..	2.20	..	0.20

1	2	3	4	5	6	7	8	9	10	11
4. Economic Times, New Delhi	1975-76	9231	82.38	32.36	64.64	0.25	2.32	..	4.03	
	1980	5958	48.10	35.97	58.77	0.31	4.22	..	0.73	
5. Economic Times, Calcutta	1980	1750	16.01	33.10	62.21	..	3.62	..	1.07	
6. Times of India, Ahmedabad	1970	7553	17.47	62.97	27.07	..	8.82	..	1.14	
	1975-76	13396	60.31	64.32	23.73	..	6.33	..	5.62	
	1980	14298	150.35	27.58	68.39	..	3.63	..	0.40	
7. Evening News of India, Bombay	1970	5076	21.26	20.08	78.27	..	1.65	
	1975-76	10070	49.71	28.83	68.80	..	2.29	..	0.08	
	1980	6443	38.60	23.96	73.21	..	2.56	..	0.27	
8. Navbharat Times, Bombay	1970	21071	39.85	56.14	38.85	..	4.99	..	0.02	
	1975-76	34088	94.17	67.70	27.21	..	4.94	..	0.15	
	1980	26309	91.99	64.24	29.49	..	5.70	..	0.57	

S. No.	Name of the Company/News-paper	Total Expenditure (Rs. in lakhs)	Share in expenditure (in percentage)							Surplus/deficit	
			News-print and other material	News Collection	Staff S & W and other expenditure	Salaries and wages	Rent for Building leased	Distribution expenses	Misc.	(Rs. in lakhs)	as percentage of revenue
1	2	12	13	14	15	16	17	18	19	20	21
1. Times of India, Bombay		237.89	41.42	2.03	5.13	17.25	0.10	6.11	27.96	164.86	40.93
		698.06	49.99	0.87	5.04	7.96	0.60	3.34	32.20	254.32	26.71
		733.48	52.18	0.89	3.94	7.53	0.62	5.60	29.24	290.77	28.39
2. Times of India, New Delhi		113.92	37.80	..	1.58	15.87	0.60	12.84	31.31	(—)21.26	(—)22.94
		307.22	54.33	..	0.97	9.98	0.15	9.19	25.38	10.82	3.40
		422.76	60.42	..	0.48	6.50	0.17	11.43	21.08	26.46	5.89
3. Economic Times, Bombay		59.79	12.23	2.74	5.44	32.23	0.23	11.37	35.76	(—)18.30	(—)44.10
		122.38	26.04	1.76	16.60	23.26	0.55	2.81	28.98	(—)4.80	(—)4.08
		99.72	19.45	1.70	14.83	26.46	0.90	4.58	32.08	(—)21.89	(—)28.13
4. Economic Times, New Delhi		55.92	51.30	..	0.20	11.07	0.20	5.31	31.92	26.46	32.12
		45.80	35.98	0.57	..	16.97	0.41	4.17	41.90	2.30	4.78
5. Economic Times, Calcutta		38.80	14.46	1.42	3.14	12.24	1.93	2.81	64.00	(—)22.79	(—)142.35
6. Times of India, Ahmedabad		35.89	42.02	3.59	2.76	12.64	4.51	7.47	27.01	(—)18.42	(—)105.44
		73.55	37.34	3.34	2.92	15.60	4.16	6.76	29.88	(—)13.24	(—)21.95
		124.45	50.91	1.85	2.47	10.23	2.55	3.93	28.06	25.90	17.23
7. Evening News of India, Bombay		12.92	25.93	1.78	4.49	34.67	0.15	1.08	31.90	8.34	39.23
		22.94	73.80	3.40	5.45	5.71	..	0.04	11.60	26.77	53.85
		17.31	66.60	3.76	7.28	5.25	..	1.56	15.55	21.29	55.15
8. Navbharat Times, Bombay		52.12	38.01	1.52	5.14	24.33	..	6.70	24.30	(—)12.27	(—)30.79
		121.72	54.66	1.48	4.94	12.54	0.40	5.04	20.94	(—)27.55	(—)29.26
		108.18	54.98	1.64	3.25	12.75	0.52	6.26	20.60	(—)16.19	(—)17.60

APPENDIX 1X6-(contd.)

1	2	3	4	5	6	7	8	9	10	11
9. Navbharat Times, New Delhi	1970	53,943	106.40	54.19	39.72	0.19	5.74	..	0.16	
	1975-76	1,04,869	313.08	60.78	33.35	0.18	5.31	..	0.38	
	1980	98,516	427.49	53.36	38.48	0.08	7.79	..	0.29	
10. Maharashtra Times, Bombay	1970	36,058	57.80	56.59	38.70	..	4.69	..	0.02	
	1975-76	55,576	165.13	63.10	32.16	..	4.60	..	0.14	
	1980	46,867	169.27	62.41	31.27	..	5.74	..	0.58	
11. Sandhya Times, New Delhi	1980	5,097	8.02	57.48	33.42	..	9.10	
12. The Hindu, Madras	1970	66,632	319.98	26.05	68.79	1.43	3.28	0.02	0.43	
	1975	80,332	592.71	39.75	55.91	0.74	3.12	0.02	0.46	
	1980	12,271	1,369.81	36.96	57.93	0.32	4.21	..	0.58	
13. The Pioneer Ltd., Lucknow	1970	15,929	36.71	41.49	53.50	..	1.12	2.78	1.11	
	1975	21,880	82.40	52.89	40.73	..	1.60	3.62	1.16	
	1980	40,842	230.91	53.57	42.96	..	2.23	0.39	0.85	

(1979)

1	2	12	13	14	15	16	17	18	19	20	21
9. Navbharat Times, New Delhi	114.00	49.06	1.19	..	10.14	0.46	10.67	28.48	(—)7.60	7.14	
	341.21	67.52	..	0.70	6.76	0.10	5.99	18.93	(—)28.13	(—)8.98	
	393.63	69.40	..	0.74	4.97	0.13	7.36	17.40	33.86	7.92	
10. Maharashtra Times, Bombay	57.29	47.11	1.20	4.75	18.00	..	6.91	22.03	0.51	0.88	
	183.40	58.16	0.86	4.27	11.16	0.37	5.59	19.59	(—)18.27	(—)11.06	
	189.81	58.36	0.81	3.39	11.05	0.48	8.21	17.70	(—)19.94	(.)11.78	
11. Sandhya Times, New Delhi	8.38	84.37	0.23	..	0.35	15.05	(—)0.36	(—)4.49	
12. The Hindu, Madras	305.27	38.16	4.04	4.64	20.30	0.80	13.40	18.66	14.71	4.60	
	562.02	44.19	2.60	3.32	17.56	0.46	13.46	18.41	30.69	5.18	
	1,326.09	57.54	2.39	2.68	14.40	0.36	5.22	17.41	43.72	3.19	
13. The Pioneer Ltd., Lucknow	36.58	46.73	..	*4.16	33.30	0.55	5.00	10.26	0.13	0.35	
	90.12	52.47	..	*2.29	29.65	0.30	4.87	10.42	(—)7.72	(—)9.37	
	231.78	61.42	..	*2.00	18.87	0.21	3.46	14.04	(—)0.87	(—)0.38	

1	2	3	4	5	6	7	8	9	10	11
14. Malayala Manorama, Kotta- yam	1970	98,068	167.31	63.22	35.90	..	0.63	0.02	0.23	
	1975	1,08,059	347.96	66.74	31.37	..	0.68	1.07	0.14	
	1980	1,81,665	923.67	66.62	31.61	..	1.24	0.32	0.21	
15. The Hindustan Times, New Delhi	1969-70	99,841	347.76	37.23	60.98	0.40	1.23	0.04	0.12	
	1974-75	1,21,511	610.28	42.45	43.57	11.93	1.78	..	0.27	
	1979-80 (1979)	1,80,428	1,347.55	38.67	52.49	6.18	2.34	..	0.32	
16. The Siasat Daily, Hyderabad	1969-70	3,462	7.08	51.69	48.31	
	1975-76	3,961	15.27	54.49	44.99	0.52	
	1979-80 (1976)	9,158	35.94	61.49	38.34	0.17	
17. The Daily Ajit, Jullundur	1970	5,634	10.79	72.10	27.80	0.10	
	1975	9,238	31.64	65.30	34.61	0.09	
	1980	20,988	91.83	63.14	36.12	..	0.73	..	0.01	
18. The Hind Samachar Ltd., Jullundur	1970	15,111	28.16	66.19	33.03	..	0.21	0.14	0.43	
	1975	37,754	100.64	72.47	26.66	..	0.71	0.04	0.12	
	1980	35,837	335.43	68.64	29.28	..	1.88	0.06	0.14	

APPENDIX IX.6-(contd.)

1	2	12	13	14	15	16	17	18	19	20	21
14. Malayala Manorama, Kottayam		162.22	57.16	..	*4.07	19.58	0.92	3.96	14.31	5.09	3.04
		338.99	64.61	..	*2.83	16.69	0.56	3.81	11.70	8.97	2.58
		889.55	68.08	..	*2.64	13.55	0.45	3.56	11.72	34.12	3.69
15. Hindustan Times, New Delhi		313.62	48.56	..	*4.76	26.78	1.09	8.48	10.33	34.14	9.82
		589.07	50.95	..	*2.34	21.80	1.04	4.60	19.27	21.21	3.48
		1,339.23	60.46	..	*2.14	16.79	0.46	6.14	14.01	8.32	0.62
16. The Siasat Daily Hyderabad		7.08	32.06	2.97	3.39	12.71	1.13	1.27	46.47
		15.27	49.77	1.83	2.23	9.63	0.52	0.39	35.63
		35.94	56.04	1.53	2.28	6.90	0.22	0.36	32.67
17. The Daily Ajit, Jullundur		10.61	40.91	*2.17	..	34.21	..	7.35	15.36	0.18	1.67
		31.32	55.97	*2.27	..	25.26	0.25	5.11	11.14	0.32	1.01
		89.95	57.97	*1.35	..	27.54	0.27	3.15	9.72	1.88	2.05
18. The Hind Samachar Ltd., Jullundur		27.92	65.23	..	*2.72	16.98	0.61	5.41	9.05	0.24	0.85
		100.03	71.45	..	*1.26	9.22	0.64	3.71	13.72	0.61	0.61
		334.02	80.48	..	*1.40	6.57	0.24	3.84	7.47	1.41	0.42

* Combined for news collection

APPENDIX IX. 7

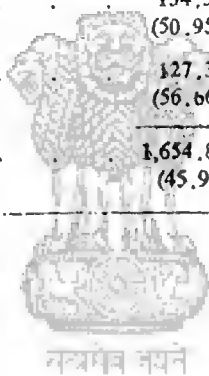
EXPENDITURE AND REVENUE DATA OF COMBINES/CHAINS/GROUPS/MULTIPLES/INDIVIDUAL NEWS PAPERS-1977-78

(Figures within brackets indicate percentage share in expenditure/revenue) (Rs. in lakhs)

S. No.	Name of the Company/Dailies	Circulation of dailies 1978	Expenditure				Total
			Material	Salary and wages	News gathering	Others	
1	2	3	4	5	6	7	8
A. Combines							
1. Indian Express Group							
(a)	Indian Express (Madurai) Ltd., Madras	4,14,059	471.82 (73.97)	103.24 (16.18)	33.75 (5.29)	29.07 (4.56)	637.88
(b)	Indian Express (Bombay) Ltd., Bombay	3,81,947	479.84 (59.57)	111.10 (13.79)	45.32 (5.63)	169.25 (21.01)	805.51
(c)	Andhra Prabha Ltd.	1,62,700	110.58 (68.50)	31.93 (19.80)	6.97 (4.32)	11.90 (7.38)	161.38
(d)	Traders (P) Ltd.	54,019	57.14 (57.35)	18.20 (18.26)	2.94 (2.95)	21.36 (21.44)	99.64
	TOTAL	10,12,775	1,119.38 (65.67)	264.47 (15.52)	88.98 (5.22)	231.58 (13.59)	1,704.41
2.	Amrita Bazar Patrika (P) Ltd. Calcutta	4,38,152	320.09 (48.79)	184.76 (28.17)	48.20 (7.35)	102.94 (15.69)	655.99

S. No.	Name of the Company/Dailies	Revenue				Surplus/Deficit	Surplus/Deficit percentage of total revenue
		Circulation	Advertisement	Others	Total		
1	2	9	10	11	12	13	14
A. Combines							
1. Indian Express Group							
(a)	Indian Express (Madurai) Ltd., Madras	455.49 (49.92)	407.34 (44.64)	49.64 (5.44)	912.47	274.59	30.09
(b)	Indian Express (Bombay) Ltd., Bombay	349.57 (39.73)	337.53 (38.35)	192.97 (21.92)	880.07	74.56	8.47
(c)	Andhra Prabha Ltd.	132.91 (57.56)	68.19 (29.53)	29.83 (12.91)	230.93	69.55	30.12
(d)	Traders (P) Ltd.	57.28 (59.00)	33.96 (34.98)	5.85 (6.02)	97.09	(—)2.55	(—)2.63
	TOTAL	995.25 (46.93)	847.02 (39.94)	278.29 (13.13)	2,120.56	416.15	19.62
2.	Amrita Bazar Patrika (P) Ltd., Calcutta	290.87 (44.71)	326.26 (50.15)	33.48 (5.14)	650.61	(—)5.38	(—)0.83
3. The Hindustan Times Group							
(a)	Hindustan Times Ltd.	4,14,993	559.79 (57.23)	182.14 (18.62)	71.84 (7.35)	164.40 (16.81)	978.17
(b)	Newspapers Ltd.	8,480	11.23 (39.87)	9.09 (32.26)	0.33 (1.17)	7.52 (26.70)	28.17
	TOTAL	4,23,473	571.02 (56.74)	191.23 (19.00)	72.17 (7.17)	171.92 (17.08)	1,006.34
4. Daily Thanthi Group							
(a)	Vellore Malai Murasu, Vellore	4,310	2.47 (37.54)	1.44 (21.88)	1.01 (15.35)	1.66 (25.23)	6.58
	TOTAL : (Combines)	18,78,710	2,012.96 (59.67)	641.90 (17.03)	210.36 (6.24)	508.10 (15.06)	3,373.32
B. Chains							
1.	Bennett, Coleman & Co. Ltd. Bombay	10,26,628	1,100.03 (56.62)	368.41 (18.97)	105.34 (5.42)	368.93 (18.99)	1,942.71
2.	Sandesh Ltd.	1,64,337	157.83 (62.58)	29.08 (11.53)	9.73 (3.88)	55.55 (22.03)	252.19
3.	Saurashtra Trust	1,60,058	128.74 (62.50)	42.94 (20.85)	7.54 (3.66)	26.75 (12.99)	205.97
	TOTAL (Chains)	13,51,023	1,386.60 (57.75)	440.43 (18.34)	122.61 (5.11)	451.23 (18.80)	2,400.87

1	2	9	10	11	12	13	14
3. Hindustan Times Group							
(a) Hindustan Times Ltd.		387.90 (37.07)	559.76 (53.49)	98.84 (9.44)	1,046.50	68.33	6.53
(b) Newspapers Ltd.		9.46 (35.79)	10.29 (38.93)	6.68 (25.17)	26.43	(--)1.74	(--)6.58
TOTAL		397.36 (37.04)	570.05 (53.13)	105.52 (9.83)	1,072.93	66.59	6.21
4. Daily Thanthi Group							
Vellore Malai Murasu		2.47 (37.54)	1.44 (21.88)	2.67 (40.58)	6.58
TOTAL (Combalnes)		1,685.95 (43.78)	1,744.77 (45.31)	419.96 (10.91)	3,850.68	477.36	12.39
B. Chains							
1. Bennett, Coleman & Co. Ltd., Bombay		1,393.13 (44.75)	1,560.61 (50.13)	159.34 (5.12)	3,113.08	1,170.37	37.60
2. Sandesh Ltd.		134.39 (50.95)	122.47 (46.43)	6.92 (2.62)	263.78	11.59	4.39
3. Saurashtra Trust		127.32 (56.66)	91.67 (40.80)	5.70 (2.54)	224.69	18.82	8.33
TOTAL (Chains)		1,654.84 (45.95)	1,774.75 (49.28)	171.96 (4.77)	3,101.55	1,200.68	33.34



1	2	2	4	5	6	7	8
C. Groups							
1. The Printers (M) Ltd.		2,50,142	273.61 (64.17)	79.06 (18.54)	14.27 (3.35)	56.46 (13.94)	423.40
2. The Tribune Trust		2,19,150	197.02 (67.84)	32.11 (11.05)	13.86 (4.78)	47.41 (16.33)	290.40
3. The Newspaper Publication Ltd.		1,40,953	103.07 (49.49)	68.76 (33.02)	4.06 (1.95)	32.36 (15.54)	208.25
4. Hind Samachar Ltd.		2,01,447	165.30 (59.36)	15.92 (5.72)	2.09 (0.75)	95.16 (34.17)	278.47
5. R. C. Baruah & Others		64,756	26.34 (32.53)	27.18 (33.57)	2.64 (3.26)	24.81 (30.64)	80.97
TOTAL (Groups)		8,76,448	765.34 (59.72)	223.03 (17.40)	36.92 (2.88)	256.20 (20.00)	1,281.49

1	2	9	10	11	12	13	14
<i>C. Groups</i>							
1.	The Printers (M) Ltd.	265.18 (56.30)	193.29 (41.04)	17.51 (2.66)	470.98	47.58	10.10
2.	The Tribune Trust	149.45 (46.40)	160.97 (49.98)	11.64 (3.67)	322.06	31.66	9.83
3.	The Newspaper & Publication Ltd.	99.21 (45.07)	110.40 (51.27)	5.74 (2.66)	215.35	7.10	3.30
4.	Hind Samachar Ltd.	209.90 (74.88)	67.66 (24.14)	2.77 (0.98)	280.33	1.86	0.66
5.	R. G. Baruah & Others	31.34 (48.88)	44.06 (57.46)	1.27 (1.66)	76.67	(—) 4.30	(—) 5.61
TOTAL (Groups)		755.08 (55.30)	576.38 (42.21)	33.93 (2.49)	1,365.39	83.90	6.14

1	2	3	4	5	6	7	8
<i>D. Multiples</i>							
1.	Malayala Manorama Ltd., Calicut	4,05,065	333.08 (63.63)	73.90 (14.12)	22.90 (4.38)	93.52 (21.12)	523.40
2.	Mathrubhumi Printing & Publishing Co. Ltd.	2,79,701	232.14 (63.67)	80.26 (22.01)	16.49 (4.52)	35.72 (9.80)	364.61
3.	Kasturi & Sons	2,21,436	479.64 (49.39)	151.90 (15.64)	19.96 (2.06)	319.59 (32.91)	971.09
4.	Statesman Ltd.	2,16,444	275.14 (29.41)	264.85 (28.31)	56.48 (6.04)	339.05 (36.24)	935.52
5.	Sakal Papers (P) Ltd.	1,27,794	117.31 (65.60)	28.44 (15.90)	9.33 (5.22)	23.74 (13.28)	178.82
6.	The Kerala Kaumudi (P) Ltd.	1,26,964	74.15 (58.02)	20.32 (15.90)	3.26 (2.55)	30.08 (23.53)	127.81
7.	T. V. Rama Subha Iyer	71,269	56.49 (57.11)	8.52 (8.61)	5.28 (5.34)	28.62 (28.94)	98.91
8.	Janana Mandal Ltd.	95,732	78.95 (59.39)	23.47 (17.66)	8.55 (6.43)	21.96 (16.52)	132.93
9.	Ushodaya Publication (P) Ltd.	1,48,568	61.34 (40.21)	18.45 (12.09)	5.38 (3.53)	67.39 (44.17)	152.56
10.	Vishwamitra	53,859	53.48 (64.78)	7.17 (8.69)	5.19 (6.39)	16.71 (20.21)	82.55
11.	Deshabhimani	20,553	9.48 (47.09)	2.24 (11.13)	0.69 (3.43)	7.72 (36.35)	20.13
TOTAL (Multiples)		17,67,405	1,771.20 (49.36)	679.52 (18.94)	153.51 (4.28)	984.10 (27.42)	3,588.33

1	2	9	10	11	12	13	14
<i>D. Multiples</i>							
1.	Malayala Manorama Ltd. Calicut	364.37 (65.29)	170.94 (30.63)	22.80 (4.08)	558.11	34.71	6.22
2.	Mathrubhumi Printers & Publishing Co. Ltd.	226.94 (59.30)	128.36 (33.54)	27.40 (7.16)	382.70	18.09	4.73
3.	Kasturi & Sons	352.89 (34.93)	619.92 (61.36)	37.57 (3.71)	1,010.38	39.29	4.03
4.	Statesman Ltd.	299.62 (30.72)	618.37 (62.40)	57.42 (5.88)	975.41	39.89	4.09
5.	Sakal Papers (P) Ltd.	105.22 (51.99)	87.08 (43.02)	10.10 (4.99)	202.40	23.58	11.65
6.	The Kerala Kaumudi	84.12 (60.83)	51.71 (37.39)	2.46 (1.78)	138.29	10.48	7.58
7.	T. V. Rama Subha Iyer	71.33 (63.29)	40.34 (35.79)	1.04 (0.92)	112.71	13.80	12.24
8.	Janana Mandal Ltd.	75.60 (57.10)	53.14 (40.14)	3.66 (2.76)	132.40	(—)0.53	(—)0.40
9.	Ushodaya Publication (P) Ltd.	96.06 (64.30)	51.94 (34.77)	1.38 (0.93)	149.38	(—)3.18	(—)2.13
10.	Vishwamitra	45.91 (52.95)	39.82 (45.93)	0.97 (1.12)	86.70	4.15	4.79
11.	Deshabhimani	13.78 (71.96)	4.89 (25.54)	0.48 (2.50)	19.15	(—)0.98	(—)5.12
TOTAL (Multiples)		1,735.84 (46.07)	1,866.51 (49.54)	165.28 (4.39)	3,767.63	179.30	4.76

1	2	3	4	5	6	7	8
<i>E. Individual</i>							
1.	Rajasthan Patrika	74,882	70.96 (73.07)	9.61 (9.90)	5.00 (5.15)	11.54 (11.88)	97.11
2.	Servants of People Society	63,118	46.82 (65.40)	5.44 (7.60)	4.82 (6.73)	14.51 (20.27)	71.59
3.	Gujarat Mitra	59,258	51.27 (66.90)	9.40 (12.27)	2.96 (3.86)	13.01 (16.97)	76.64
4.	Rashtriya Vichar Prachar Mandal	57,700	34.49 (59.26)	3.92 (6.74)	2.14 (3.67)	17.65 (30.33)	58.20
5.	Shri Navakesari Prakashan	55,005	37.59 (50.70)	15.24 (20.55)	2.29 (3.08)	19.03 (25.67)	74.15
6.	Deepika Printers	53,275	39.53 (61.67)	6.20 (9.92)	1.95 (3.12)	15.80 (25.29)	62.48
7.	Nai Dunia	1,12,478	86.52 (60.49)	20.04 (14.01)	2.75 (1.92)	33.72 (23.58)	143.03
8.	The Express, Trichur	47,408	35.13 (61.37)	4.02 (7.02)	4.31 (7.71)	13.68 (23.90)	57.14
9.	Daily Ajit, Jullundur	46,157	38.79 (64.76)	5.70 (9.52)	1.53 (2.55)	13.88 (23.17)	59.90
10.	Sanmarg (P) Ltd.	42,105	27.31 (58.07)	10.70 (22.75)	1.47 (3.03)	7.55 (16.05)	47.03
11.	Newsman Association Ltd.	33,087	22.27 (62.84)	3.78 (10.67)	1.66 (4.68)	7.73 (21.81)	35.44
12.	Southern Publication Ltd.	29,502	12.07 (54.62)	1.86 (8.42)	0.83 (3.75)	7.34 (33.21)	22.10

1	2	9	10	11	12	13	14
<i>E. Individual</i>							
1.	Rajasthan Patrika	58.98 (56.07)	45.57 (43.32)	0.64 (0.61)	105.19	8.08	7.68
2.	Servants of People Society	42.21 (58.05)	30.48 (41.92)	0.02 (0.03)	72.71	1.12	1.54
3.	Gujarat Mitra	41.53 (49.52)	42.24 (50.36)	0.09 (0.12)	83.86	7.22	8.61
4.	Rashtriya Vichar Prachar Mandal	41.37 (69.31)	18.26 (30.59)	0.06 (0.10)	59.69	1.49	2.50
5.	Shri Narkesari Prakashan	41.53 (53.93)	33.78 (43.86)	1.70 (2.21)	77.01	2.86	3.71
6.	Deepika Printers	37.75 (60.29)	21.42 (34.21)	3.44 (5.50)	62.61	0.13	0.21
7.	Nai Dunia	84.66 (54.38)	57.96 (37.23)	13.05 (8.39)	155.67	12.64	8.12
8.	The Express, Trichur	31.32 (62.98)	18.38 (36.96)	0.03 (0.06)	49.73	(-)7.41	(-)14.90
9.	Daily Ajit, Jullundur	39.32 (65.39)	19.97 (33.21)	0.84 (1.40)	60.13	0.23	0.38
10.	Sanmarg (P) Ltd.	34.11 (66.09)	16.56 (32.09)	0.94 (1.82)	51.61	4.58	8.87
11.	Newsman Association Ltd.	31.29 (85.84)	4.34 (11.91)	0.82 (2.25)	36.45	1.01	2.77
12.	Southern Publication Ltd.	18.49 (78.25)	3.24 (13.71)	1.90 (8.04)	23.63	1.53	6.47
13.	The Pratap	26,171	14.12 (40.15)	6.59 (18.74)	0.38 (1.08)	14.08 (40.03)	35.17
14.	Veekshnam Printers & Publishers Ltd.	19,466	8.65 (39.28)	4.33 (19.67)	1.09 (4.95)	7.95 (36.10)	22.02
15.	Basumati Corp. Ltd.	15,357	33.07 (54.37)	0.80 (3.09)	5.00 (19.32)	6.01 (23.22)	44.88
16.	Deccan Chronicle	43,133	67.48 (48.15)	32.66 (23.30)	4.04 (2.88)	35.98 (26.57)	140.16
17.	Swatantra Journals	13,481	3.51 (79.05)	0.16 (3.60)	0.29 (4.51)	0.57 (12.84)	4.53
18.	Vishwakeralam	11,120	3.50 (72.46)	0.20 (4.14)	0.24 (4.97)	0.89 (18.43)	4.83
19.	Dainik Tej	6,582	0.79 (26.16)	0.43 (14.24)	0.21 (6.95)	1.59 (52.65)	3.02
20.	Damuchak	6,206	3.09 (65.47)	1.20 (25.42)	..	0.43 (9.11)	4.72
21.	Dainik Karmyug Prakash	5,907	2.40 (61.07)	0.75 (19.08)	0.17 (4.33)	0.61 (15.52)	3.93
22.	Saurashtra Gram Janata Prakashan	3,952	1.65 (32.54)	1.23 (24.26)	0.67 (13.22)	1.52 (29.98)	5.07
23.	New Prabhat Publicity Co.	5,817	2.05 (15.12)	3.00 (22.12)	1.00 (7.42)	7.51 (55.38)	13.56
TOTAL (INDIVIDUAL)		7,87,893	642.06 (15.08)	147.26 (13.55)	44.80 (4.13)	252.58 (23.24)	1,086.70

1	2	9	10	11	12	13	14
13. The Pratap	.	24.81 (68.69)	11.25 (31.15)	0.06 (0.16)	36.12	0.95	2.63
14. Veekshnam Printers & Publishers Ltd.	.	11.39 (64.61)	5.72 (32.44)	0.52 (2.95)	17.63	(→)4.39	(→)24.90
15. Basumati Corp. Ltd.	.	13.06 (45.41)	13.81 (48.02)	1.89 (6.57)	28.76	(→)16.12	(→)56.05
16. Deccan Chronicle	.	57.84 (41.00)	81.68 (57.91)	1.54 (1.09)	141.06	0.90	0.64
17. Swatantra Journals	.	3.14 (70.09)	1.34 (29.91)	..	4.48	(→)0.05	(→)1.12
18. Vishwakeralam	.	3.92 (83.40)	0.78 (16.60)	..	4.70	(→)0.13	(→)2.77
19. Dainik Tej	.	2.93 (96.38)	0.11 (3.62)	..	3.04	0.02	0.66
20. Damuchak	.	3.18 (65.43)	1.68 (34.57)	..	4.86	0.14	2.88
21. Dainik Karmyug Prakash	.	2.51 (62.44)	1.51 (37.56)	..	4.02	0.09	2.24
22. Saurashtra Gram Janata Prakashan	.	1.46 (28.29)	3.69 (71.51)	0.01 ..	5.16	0.09	1.74
23. New Prabhat Publicity Co.	.	2.29 (15.13)	12.83 (84.80)	0.01 (0.07)	15.13	1.57	10.38
TOTAL (INDIVIDUAL)	.	629.09 (57.02)	446.60 (40.48)	27.56 (2.50)	1,103.25	16.55	1.50

APPENDIX IX.8

CIRCULATION TRENDS : JULY 1980—JUNE 1981

The figures of circulation of newspapers, compiled by the Audit Bureau of Circulations (ABC), for the period January to June 1981 indicate that the trend of increasing circulations during the years 1977 to 1980 has received a setback.

In the case of dailies for which comparative figures are available, circulation in the period January—June 1981 was 1.9 per cent lower than in the previous six month period. Weeklies suffered a fall in circulation of 2.8 per cent and fortnightly and monthly magazines of 1.0 per cent.

The following table gives the consolidated circulation of dailies, weeklies and fortnightly/monthlies :

S. No.	Periodicity	No. of newspapers for which circulation data are available for both July—December 1980 and Jan.—June 1981	Circulation for the period July—Dec. 1980	Circulation for Jan.—June, 1981	Increase/decrease (in percentage)
1	2	3	4	5	6
1.	Dailies	96	90,38,058	88,63,203	—1.9
2.	Weeklies	52	64,55,812	62,72,580	—2.8
3.	Fortnightly and Monthly magazines.	44	33,86,378	33,53,318	—1.0

The decline in the circulation of dailies is more in the case of very big newspapers (with a circulation of one lakh and above) than in the case of big (with a circulation between 50,000 and one lakh) and medium (circulation between 15,000 and 50,000) newspapers. Small dailies have actually registered a small increase in circulation, though it may not be representative as only five small dailies are covered. In the case of weeklies, the fall in circulation suffered by very big newspapers is nearly four per cent. Big weeklies with a circulation between 50,000 and one lakh have gained a little while medium papers have lost more than two per cent circulation. As far as fortnightly and monthly magazines are concerned, small and medium periodicals have suffered a decline in circulation of 3 per cent while the figure is 1.2 per cent in the case of very big magazines.

The breakup in respect of big, medium and small newspapers of different periodicities is as follows :—

Periodicity	No. of newspapers @	Circulation for July—Dec. 1980	Circulation for Jan.—June 1981	Increase/decrease (in percentage)
1	2	3	4	5
Dailies				
BIG	56	79,87,326	78,13,071	—2.2
(i) Very Big*	35	65,75,068	64,02,074	—2.6
(ii) Big*	21	14,12,258	14,10,997	—0.1
MEDIUM	35	9,88,874	9,86,082	—0.3
SMALL	5	61,858	64,050	+3.5

1	2	3	4	5
<i>Weeklies</i>				
BIG . . .	37	60,86,221	59,09,454	-2.9
(i) Very Big*	23	50,90,694	49,04,103	-3.7
(ii) Big*	14	9,95,527	10,05,351	+1.0
MEDIUM . . .	9	3,07,692	3,01,338	-2.1
SMALL . . .	6	61,899	61,788	-0.2
<i>Fortnightlies & Monthlies</i>				
BIG . . .	23	27,91,191	27,75,955	-0.5
(i) Very Big*	13	20,20,100	19,95,743	-1.2
(ii) Big*	10	7,71,091	7,80,212	+1.2
MEDIUM . . .	18	5,63,390	5,46,519	-3.0
SMALL . . .	3	31,797	30,844	-3.0

Big — 50,000 or more circulation; Medium — 15,000 to 50,000 circulation; and Small — Below 15,000 circulation.

@Newspapers for which circulation data are available for both July—Dec. 1980 and January—June 1981.

*Under BIG newspapers, the breakup for 'Very Big' (with a circulation of one lakh and above) and 'Big' (with a circulation between 50,000 and one lakh) papers is given to bring out the variations between the two categories and the need for a better classification.

The decline in circulation would appear to be attributable mainly to two factors—increase in the retail price of newspapers in September-October, 1980 and again in April-May, 1981, in some cases, and economic hardships faced by the people resulting in decline in their capacity to spare money for buying newspapers. The increase in retail prices appears to have become necessary following continuing increase in news-print prices in the last few years including levy of import duty in 1981, and increase in wages and salaries cost on account of the Palekar Award. Another factor which might possibly have contributed to this is the absence of the dramatic political events and controversies of the years 1977 to 1980.

A point to note is that the ABC figures are for the period 1st January to 30th June 1981, before the latest increase in the price of newspapers. In the last couple of months, many dailies which are member publications of the Audit Bureau of Circulations increased their retail price by 10 paise per copy. In the case of Sunday editions of daily newspapers, the increase has been more and amounts to 20 paise per copy in a few instances.

APPENDIX IX.9

SPACE DEVOTED TO ADVERTISEMENT IN DAILIES IN 1953, 1972 & 1981

Name of Daily	1st Press Commission (1953)	O.R.G.		Name of Daily	1st Press Commission (1953)	O.R.G.	
		1972	1981			1972	1981
1	2	3	4	1	2	3	4
<i>English</i>				<i>Gujarati</i>			
1. Amrita Bazar Patrika . . .	32.0	43.0	50.0	12. Janmabhoomi . . .	24.7	35.4	43.5
2. Assam Tribune . . .	22.5	47.0	50.1	13. Loksattra . . .	26.3	34.4	40.5
3. Hindu . . .	36.1	49.42	56.0	<i>Kannada</i>			
4. Hindustan Times . . .	25.3	54.2	63.0	14. Samyukta Karnataka . . .	21.9	43.5	40.0
5. Indian Express—Madras	26.7	46.0	55.0	<i>Malayalam</i>			
6. Statesman . . .	4.12	53.0	67.0	15. Malayala Manorama . . .	32.1	36.5	46.3
7. Times of India . . .	35.0	53.5	60.0	16. Muthrubhoomi . . .	19.1	..	50.2
		(B+A)*	(B+A)*	<i>Marathi</i>			
<i>Hindi</i>				17. Sakal . . .	32.7	43.5	56.4
8. Navbharat Times . . .	11.4	24.2	40.6	<i>Tamil</i>			
9. Vishwamitra . . .	22.5	31.0	26.7	18. Dina Mani . . .	20.8	30.5	32.9
<i>Oriya</i>				<i>Telugu</i>			
10. Samaj . . .	10.6	30.3	40.0	19. Andhra Patrika . . .	13.6	27.1	42.3
<i>Bengali</i>				20. Andhra Prabha . . .	17.6	37.6	34.0
11. Ananda Bazar Patrika	22.5	50.4	50.6	<i>Urdu</i>			
				21. Milap . . .	22.6	32.3	31.6
				22. Pratap . . .	24.2	27.7	45.4

*Bombay and Ahmedabad editions.

SPACE DEVOTED TO ADVERTISEMENT IN SELECTED DAILIES IN 1972 AND 1981

Name of Daily	May 1972	May 1981	Increase/ decrease (in per- cent)	Name of Daily	May 1972	May 1981	Increase/ decrease (in per- cent)
1	2	3	4	1	2	3	4
<i>English</i>							
1. Amrita Bazar Patrika .	43.0	50.0	16.3	42. Navaya . . .	16.1	28.7	78.3
2. Assam Tribune . .	47.0	58.1	23.6	43. Pradweep . . .	22.8	46.0	101.8
3. Deccan Chronicle .	40.0	61.6	54.0	44. Rastradoot . . .	30.1	42.0	39.5
4. Deccan Herald . .	45.0	51.0	13.3	45. Sanmarg . . .	18.7	30.0	60.4
5. Economic Times .	18.0	32.0	77.8	46. Swadesh . . .	30.2	21.0	(-)-30.5
6. Evening News of India .	60.0	47.0	(-)-21.7	47. Veer Pratap . . .	16.8	23.0	36.9
7. Financial Express .	15.2	20.0	31.6	48. Vishwamitra . . .	31.0	35.4	14.2
8. Free Press Bulletin .	39.0	20.0	(-)-48.7	49. Yugadharma . . .	21.8	26.7	22.5
9. Hindu . . .	49.2	56.0	13.8	<i>Oriya</i>			
10. Hindustan Standard	18.0	2.2	(-)-87.8	50. Prajatantra . . .	23.0	40.8	77.4
11. Hindustan Times .	54.2	63.0	16.2	51. Samaj . . .	30.3	40.0	32.0
12. Hitavada—Bhopal .	24.6	36.0	46.3	52. Swarajya . . .	17.5	14.0	(-)-20.0
13. Indian Express—Ahme- dabad, Bombay . .	50.5	53.5	5.9	<i>Assamese</i>			
14. Indian Express—Delhi	38.2	34.0	(-)-11.0	53. Dainik Assam . . .	26.4	36.0	236.4
15. Indian Express—Madras	46.0	55.0	19.6	<i>Bengali</i>			
16. Indian Nation . .	33.0	57.0	72.7	54. Ananda Bazar Patrika	50.0	58.6	16.3
17. Nagpur Times . .	31.6	43.0	36.1	55. Dainik Basumati .	17.0	25.0	47.1
18. National Herald . .	40.0	48.0	20.0	56. Jugantar . . .	34.3	42.8	24.8
19. Navhind Times . .	28.4	48.0	69.0	57. Kalantar . . .	14.0	12.3	(-)-12.1
20. Patriot . . .	22.3	36.9	65.5	<i>Gujarati</i>			
21. Searchlight . . .	23.5	44.7	90.2	58. Bombay Samachar .	46.3	53.0	14.5
22. Statesman—Delhi & Calcutta . . .	53.0	67.00	26.4	59. Gujarat Samachar .	50.8	42.0	(-)-17.3
23. The Mail . . .	18.0	25.0	38.9	60. Gujarat Mitra Darpan	40.1	44.7	14.5
24. The Tribune . . .	41.5	55.0	31.3	61. Jai Hind . . .	24.3	20.5	(-)-15.6
25. Times of India—Ahmeda- bad, Bombay . .	53.5	60.0	12.2	62. Jam-E-Jamshed . .	12.9	15.0	16.3
26. Times of India—Delhi	45.3	58.0	28.0	63. Janma Bhoomi . .	35.4	43.5	22.9
27. Western Times . .	19.0	37.0	94.7	64. Janashakti . . .	20.8	21.8	4.8
<i>Hindi</i>				65. Janasatta . . .	28.4	30.0	5.6
28. Aj . . .	22.8	48.6	113.2	66. Kutchmitra . . .	24.0	40.5	68.8
29. Amar Ujala . . .	32.7	49.8	52.3	67. Lokratta . . .	34.4	40.5	17.7
30. Aryavarta . . .	31.2	56.6	81.4	68. Nutan Saurashtra .	15.6	30.2	93.6
31. Daily Jagran . . .	34.3	38.0	10.8	69. Phulchhab . . .	38.3	44.0	14.9
32. Daily Navajyoti . .	19.9	32.0	60.8	70. Pratap . . .	32.1	32.3	0.7
33. Daily Vir Arjun . .	17.4	16.7	(-)-4.0	71. Sandesh . . .	40.8	43.0	5.4
34. Gandiva . . .	14.7	24.6	67.4	<i>Kannada</i>			
35. Hindi Milap . . .	12.2	22.0	80.3	72. Navprabhat . . .	26.2	25.0	(-)-4.6
36. Hindustan . . .	26.3	43.0	63.5	73. Prajyavani . . .	33.2	40.0	20.5
37. Indore Samachar .	20.3	37.0	82.3	74. Samyukta Karnataka .	43.5	40.0	(-)-8.0
38. Nai Dunia . . .	34.7	46.0	32.6	<i>Punjabi</i>			
39. Nav Bharat . . .	42.8	45.0	5.1	75. Daily Ajit . . .	25.8	34.0	31.8
40. Navbharat Times .	24.2	40.6	67.8	76. Akali Patrika . . .	23.6	29.4	24.6
41. Nav Jivan . . .	20.2	20.0	(-)-1.0	77. Ranjit . . .	13.5	24.0	77.8

Name of Daily	May 1972	May 1981	Increase/decrease (in per cent)	Name of Daily	May 1972	May 1981	Increase/decrease (in per cent)
<i>Sindhi</i>				<i>Tamil</i>			
78. Hindustan	9.7	22.3	121.9	100. Daily Thanthi	45.9	55.9	21.8
<i>Malayalam</i>				101. Dina Malar	22.0	30.0	36.4
79. Chandrika	12.0	19.7	64.2	102. Dina Mani	50.5	32.9	7.9
80. Deepika	17.7	27.0	52.5	103. Malai Vurasu	20.1	20.2	0.5
81. Deshabhimani	12.1	28.0	131.4	104. Muraloli	14.4	5.9	(-)59.0
82. Express	20.4	40.0	96.1	105. Nava India	33.3	32.9	(-)1.2
83. Janayugam	11.4	28.4	149.1	<i>Telugu</i>			
84. Kerala Kaumudi	21.8	35.4	62.4	106. Andhra Bhoomi	34.6	30.7	(-)11.3
85. Malayala Manorama	36.5	46.3	26.9	107. Andhra Jyoti	21.5	5	60.5
86. Mathruthoomi	39.6	54.3	37.1	108. Andhra Patrika	27.1	42.3	56.1
<i>Marathi</i>				109. Andhra Prabha	37.6	34.0	(-)9.6
87. Daily Nav Sandesh	32.9	41.8	27.1	<i>Urdu</i>			
88. Daily Sakal	43.5	56.4	29.7	110. Azad Hind	17.5	15.0	(-)14.3
89. Daily Purnabari	34.7	49.6	42.9	111. Hindi Samachar	47.9	45.8	(-)4.4
90. Gavarari	44.1	43.2	(-)2.0	112. Milap	32.3	31.6	(-)2.2
91. Gomantak	24.7	41.7	8.8	113. Pasban	15.7	25.0	59.2
92. Kesari	45.3	54.7	20.8	114. Pratap-Jullundur, Delhi	27.7	45.4	63.9
93. Loksatya	47.4	50.9	7.4	115. Qaumi Awaz	15.8	24.2	53.2
94. Maharashtra Times	36.6	40.8	11.5	116. Rehnuma-E-Deccan	39.2	33.0	(-)10.3
95. Navshakti	21.4	21.0	(-)1.9	117. Rozana Hind	14.8	17.5	18.2
96. Sanchar	50.2	50.3	No change	118. Siyasat Daily	37.3	38.0	1.9
97. Sandhyakal	12.8	29.3	128.9	119. Siyasat Jadid	18.6	22.0	18.3
98. Tarun Bharat, Nagpur	39.8	43.5	9.3	120. Tej	14.8	24.0	62.2
99. Vishal Sahyadri	30.9	22.5	(-)27.2				

Sources : 1. Survey of newspaper contents—1981 ;
2. Operations Research Group, Baroda.

APPENDIX IX.11

Increase/decrease in advertisement space in dailies during 1972—1981

No. of dailies which had increase in advertisement space						No. of dailies in which advertisement space decreased or there was no change	Grand total
Language	75% & above	Between 50%—75%	Between 25%—50%	Less than 25%	Total		
1	2	3	4	5	6	7	8
English	3	4	7	9	23	4	27
Hindi	6	6	3	4	19	3	22
Assamese	1	..	1	..	1
Bengali	1	2	3	1	4
Gujarati	1	1	..	10	12	2	14
Kannada	1	1	2	3
Malayalam	3	3	2	..	8	..	8
Marathi	1	1	3	4	9	3	13
(+)1 no change							
Oriya	1	..	1	..	2	1	3
Punjabi	1	..	1	1	3	..	3
Sindhi	1	1	..	1
Tamil	1	3	4	2	6
Telugu	2	2	2	4
Urdu	4	..	3	7	4	11
TOTAL	17	21	20	37	95	25	120

SOURCES : 1. Survey of newspaper contents—1981;
2. Operations Research Group, Baroda.

APPENDIX IX.12

Dailies devoting 40 percent or more space to advertisements both in 1972 and 1981

Name of Daily	(in per cent)	
	Space devoted to advertisements in	
	May 1972	May 1981
<i>English</i>		
1. Amrita Bazar Patrika	43.0	50.0
2. Assam Tribune	47.0	58.1
3. Deccan Chronicle	40.0	61.6
4. Deccan Herald	45.0	51.0
5. Evening News of India	60.0	47.0
6. Hindu	49.2	56.0
7. Hindustan Times	54.2	63.0
8. Indian Express—Ahmedabad	50.5	53.5
9. Indian Express—Madras	46.0	55.0
10. National Herald	40.0	48.0
11. Statesman—Calcutta	53.0	67.0
12. The Tribune	41.9	55.0
13. Times of India—Ahmedabad, Bombay	53.5	60.0
14. Times of India—Delhi	45.3	58.0
<i>Hindi</i>		
15. Nav Bharat	42.8	45.0
<i>Bengali</i>		
16. Ananda Bazar Patrika	50.4	58.6
<i>Gujarati</i>		
17. Bombay Samachar	46.3	53.0
18. Gujarat Samachar	50.8	42.0
19. Gujarat Mitra Darpan	40.1	44.7
20. Sandesh	40.8	43.0
<i>Kannada</i>		
21. Samyukta Karnataka	43.5	40.0
<i>Marathi</i>		
22. Daily Sakal	43.5	56.4
23. Gavakari	44.1	43.2
24. Kesari	45.3	54.7
25. Lokshatta	47.4	50.9
26. Sanchar	50.3	50.3
<i>Tamil</i>		
27. Daily Thanthi	45.9	55.9
<i>Urdu</i>		
28. Hind Samachar	47.9	45.8

Sources : 1. Survey of newspaper contents—1981;
2. Operations Research Group, Baroda.

APPENDIX IX.13

Dailies which devoted more than 40 per cent space to advertisements in 1981, but had less than 40 per cent in 1972

S. No.	Name	Percentage of space devoted to advertisements			
		1972	1981		
		1	2	3	4
<i>English</i>					
1.	Indian Nation	.	.	33.0	57.0
2.	Nagpur Times	.	.	31.6	43.0
3.	Navhind Times	.	.	28.4	48.0
4.	Searchlight	.	.	23.5	44.7
<i>Hindi</i>					
5.	Aj	.	.	22.8	48.6
6.	Amar Ujala	.	.	32.7	49.8
7.	Aryavarta	.	.	31.2	56.6
8.	Hindustan	.	.	26.3	43.0
9.	N i Duniya	.	.	34.7	46.0
10.	Navbharat Times	.	.	24.2	40.6
11.	Pradeep	.	.	22.8	46.0
12.	Rastradoot	.	.	30.1	42.0
<i>Oriya</i>					
13.	Prajatantra	.	.	23.0	40.8
14.	S maj	.	.	30.3	40.0
<i>Bengali</i>					
15.	Jugantar	.	.	34.3	42.8
<i>Gujarati</i>					
16.	Janma Bhoomi	.	.	35.4	43.5
17.	Kutchmitra	.	.	24.0	40.5
18.	Loksatta	.	.	34.4	40.5
19.	Phoolchhab	.	.	38.3	44.0
<i>Kannada</i>					
20.	Prajvani	.	.	33.2	40.0
<i>Malayalam</i>					
21.	Express	.	.	20.4	40.0
22.	Malayala Manorama	.	.	36.5	46.3
23.	Mathrubhoomi	.	.	39.6	54.3
<i>Marathi</i>					
24.	Nav Sandesh	.	.	32.9	41.8
25.	Pudhari	.	.	34.7	49.6
26.	Gomantak	.	.	24.7	41.7
27.	Maharashtra Times	.	.	36.6	40.8
28.	Tarun Bharat, Nagpur	.	.	39.8	43.5
<i>Telugu</i>					
29.	Andhra Patrika	.	.	27.1	42.3
<i>Urdu</i>					
30.	Pratip—Jullundur, Delhi	.	.	27.7	45.4

Sources : 1. Survey of newspaper contents—1981;
2. Operations Research Group, Baroda.

APPENDIX IX.14

Advertisement space as percentage of total space by language and periodicity—1981

(Percentages)

Language	Daily	Weekly	Fort-nightly	Monthly	All
1	2	3	4	5	6
All	39	27	31	27	36
English	49	31	38	31	44
Hindi	37	26	27	28	34
Assamese	33	20	18	..	25
Bengali	28	20	29	15	24
Gujarati	38	30	7	21	34
Kannada	32	42	..	15	30
Malayalam	36	24	..	48	35
Marathi	41	20	..	25	37
Oriya	39	18	38
Punjabi	24	11	..	37	26
Sindhi	23	24	23
Tamil	30	22	13	3	26
Telugu	36	34	..	15	33
Urdu	27	21	..	26	27

Source : Survey of newspaper contents—1981.

APPENDIX IX.15

Average advertisement rate per square centimetre by language and periodicity—1981

(Figures in Rupees)

Language	Daily	Weekly	Fort-nightly	Monthly	All
1	2	3	4	5	6
All	4.03	5.43	10.79	7.75	4.75
English	6.12	6.20	11.21	13.84	7.18
Hindi	2.34	8.04	11.09	5.65	3.51
Assamese	2.41	1.46	0.57	..	1.94
Bengali	9.23	5.01	8.47	2.72	7.86
Gujarati	3.63	3.96	4.72	2.01	3.59
Kannada	2.46	4.42	..	2.92	2.97
Malayalam	5.25	5.76	..	7.24	5.52
Marathi	2.55	7.42	..	3.49	2.95
Oriya	0.40	1.92	0.41
Punjabi	1.55	1.41	..	3.48	2.35
Sindhi	1.65	0.93	1.35
Tamil	4.84	8.13	2.89	3.63	5.53
Telugu	3.69	1.62	..	2.30	3.02
Urdu	1.38	1.39	..	3.37	1.55

Source : Survey of newspaper contents—1981.

APPENDIX IX.16

SPACE AND COST OF ADVERTISEMENTS—1981

(i) Total space and cost of advertisements in sampled publications of all periodicity by language and size

(All figures in Lakhs—space in col cm and cost in rupees)

Languages	All Total		Very Big		Big		Medium		Small		Very Small	
	S	C	S	C	S	C	S	C	S	C	S	C
1. English	69.8	501.8	31.2	348.5	7.9	55.7	21.4	73.0	8.4	23.6	0.8	1.0
2. Hindi	39.2	137.7	8.5	72.5	8.3	32.5	15.0	24.2	6.2	7.0	1.4	1.6
3. Urdu	8.8	13.8	1.4	3.7	2.1	3.9	4.6	5.6	0.8	0.7
4. Bengali	5.8	46.0	2.4	31.9	0.9	5.5	1.3	6.2	0.5	0.9	0.7	1.5
5. Malayalam	8.8	48.6	5.0	38.8	1.1	3.7	1.9	5.1	0.45	0.8	0.4	0.24
6. Marathi	12.9	38.2	2.8	14.1	2.8	13.2	3.9	5.6	2.9	4.9	0.4	0.3
7. Gujarati	17.4	62.3	5.5	35.0	2.6	7.0	5.7	15.9	1.8	2.5	1.8	1.9
8. Telugu	6.8	20.5	0.8	4.1	2.7	11.3	2.3	4.2	0.6	0.6	0.4	0.4
9. Kannada	6.4	19.0	1.45	8.35	1.7	4.9	2.3	4.5	0.5	0.7	0.5	0.6
10. Tamil	5.7	31.4	2.8	24.7	1.6	4.3	0.84	2.1	0.3	0.3	0.13	0.07
11. Punjabi	3.45	8.14	2.22	6.53	1.13	1.5	0.01	0.12
12. Assamese	1.1	2.15	0.5	1.2	0.5	0.8	0.2	0.13
13. Oriya	9.9	4.0	8.8	2.4	0.6	0.83	0.45	0.7	0.1	0.12
14. Sindhi	0.34	0.46	0.14	0.13	0.2	0.33
15. TOTAL	196.39	934.05	60.45	577.95	39.8	144.2	60.20	153.39	28.53	50.23	7.64	8.68

S = Space

C = Cost

(ii) *Percentage of space and cost of advertisements in sampled publications by language and size*

Languages	Total		Percentages									
	Space	Cost	Very Big		Big		Medium		Small		Very Small	
	in lakh col. cm	in lakh rupees	S	C	S	C	S	C	S	C	S	C
1. English . . .	69.8	501.8	44.7	69.5	11.3	11.1	30.8	14.5	12.1	4.7	1.1	0.2
2. Hindi . . .	39.2	137.7	21.7	52.6	21.1	23.6	38.0	17.5	15.7	5.1	3.5	1.2
3. Urdu . . .	8.8	13.8	16.2	26.5	23.5	28.1	51.5	40.5	8.8	4.9
4. Bengali . . .	5.8	46.0	41.5	69.3	15.1	11.9	22.9	13.5	9.1	2.0	11.4	3.3
5. Malayalam . . .	8.8	48.6	56.9	79.8	12.4	7.7	21.7	10.4	5.0	1.6	4.0	0.5
6. Marathi . . .	12.9	38.2	22.0	36.9	21.7	34.7	30.3	14.7	23.0	13.0	3.0	0.7
7. Gujarati . . .	17.4	62.3	31.5	56.2	14.7	11.2	33.1	25.5	10.3	4.0	10.4	3.1
8. Telugu . . .	6.8	20.5	11.7	19.8	39.6	55.1	34.1	20.4	8.8	2.9	5.8	1.8
9. Kannada . . .	6.4	19.0	22.6	44.0	26.6	25.8	35.6	23.7	7.9	3.5	7.3	3.0
10. Tamil . . .	5.7	31.4	49.1	78.6	27.8	13.7	14.7	6.6	6.1	0.9	2.3	0.2
11. Punjabi . . .	3.45	8.14	64.5	80.2	32.6	18.3	2.9	1.5
12. Assamese . . .	1.1	2.15	41.6	55.1	43.8	38.7	14.6	6.2
13. Oriya . . .	9.9	4.0	88.7	58.7	5.7	20.7	4.5	17.4	1.1	3.2
14. Sindhi . . .	0.34	0.46	41.3	28.5	58.7	71.5

S = Space

C = Cost

(iii) *Percentage of space and cost of advertisements in sampled dailies by language and size*

Languages	Total		Percentage									
	Space	Cost	Very Big		Big		Medium		Small		Very Small	
	in lakhs col. cm	in lakhs rupees	S	C	S	C	S	C	S	C	S	C
1. English . . .	52.8	322.5	48.6	75.3	5.4	4.4	35.2	17.8	10.5	2.5	0.3	..
2. Hindi . . .	30.2	70.7	14.9	24.1	22.7	36.9	45.1	29.1	15.3	9.1	2.0	0.8
3. Urdu . . .	7.5	10.42	11.6	13.9	22.3	29.4	59.7	53.0	6.4	3.7
4. Bengali . . .	4.1	37.9	56.9	84.1	25.6	11.4	11.0	2.2	6.5	2.3
5. Malayalam . . .	6.7	35.34	52.0	77.9	13.0	8.4	25.2	12.2	4.1	0.9	4.9	0.6
6. Marathi . . .	11.1	28.2	25.8	49.9	20.4	22.8	33.6	18.7	18.6	8.1	1.6	0.5
7. Gujarati . . .	14.0	50.8	34.5	56.2	17.8	13.8	32.3	24.5	9.6	3.5	5.8	2.0
8. Telugu . . .	4.5	16.5	16.2	22.2	30.1	53.8	38.1	19.6	11.8	3.3	3.8	1.1
9. Kannada . . .	4.3	10.4	22.6	46.0	17.8	11.8	42.1	33.9	9.0	4.4	8.5	3.9
10. Tamil . . .	3.4	16.6	57.7	88.9	18.6	4.3	15.6	5.5	8.1	1.3
11. Punjabi . . .	1.80	2.9	55.5	56.2	44.5	43.5
12. Assamese . . .	0.65	1.4	46.6	55.7	53.4	44.3
13. Oriya . . .	9.9	3.9	89.1	59.8	5.7	21.1	4.5	17.5	0.7	1.3
14. Sindhi . . .	0.2	0.33	100.0	100.0

151.15 607.89

S = Space

C = Cost

Languages	Total		Percentages											
	space in lakhs colom	Cost in lakhs rupees	Very	Big	Big	Medium		Small		Very Small				
			S	C	S	C	S	C	S	C	S	C		
1. English . . .	5.9	37.3	25.7	58.9	27.1	17.2	23.7	19.0	19.7	4.4	3.8	0.5		
2. Hindi . . .	3.1	25.2	43.7	87.9	5.7	2.6	15.9	4.2	10.9	1.2	23.8	4.1		
3. Urdu . . .	0.6	0.9	18.6	39.8	18.9	20.8	16.9	7.5	45.6	31.9		
4. Bengali . . .	0.7	3.5	44.4	90.5	8.1	1.3	11.3	3.2	36.2	5.0		
5. Malayalam . . .	1.2	6.7	53.9	71.9	18.5	11.8	13.7	9.6	12.0	6.4	1.9	0.3		
6. Marathi . . .	0.8	6.5	47.8	93.2	12.0	1.6	16.3	3.1	23.9	2.1		
7. Gujarati . . .	2.25	8.9	29.0	72.2	15.9	14.7	10.5	2.6	44.6	10.5		
8. Telugu . . .	2.0	3.2	67.4	75.2	17.8	17.7	3.6	1.6	11.2	5.5		
9. Kannada . . .	1.4	6.6	34.4	54.4	50.1	40.0	8.2	3.2	7.3	2.4		
10. Tamil . . .	1.5	12.1	48.3	79.7	36.9	18.9	1.7	0.2	4.6	0.6	8.5	0.6		
11. Punjabi . . .	0.16	0.2	36.1	46.0	63.9	54.0		
12. Assamese . . .	0.46	0.7	35.1	54.1	31.0	28.1	33.9	17.8		
13. Oriya . . .	0.04	0.08	100.0	100.0		
14. Sindhi . . .	0.14	0.13	100.0	100.0		
	20.25	112.01												

S = Space C = Cost

APPENDIX IX.16

Languages	Total		Percentages									
	Space in lakhs col. cm	Cost in lakhs rupees	Very Big		Big		Medium		Small		Very Small	
			S	C	S	C	S	C	S	C	S	C
1. English . . .	4.4	49.6	45.0	43.0	37.4	50.3	11.0	3.8	6.6	2.9
2. Hindi . . .	1.6	17.6	75.8	90.5	24.2	9.5
3. Urdu
4. Bengali . . .	0.3	2.6	23.8	29.1	76.2	70.9
5. Malayalam
6. Marathi
7. Gujarati . . .	0.12	0.6	53.2	68.3	46.8	31.7
8. Telugu
9. Kannada
10. Tamil . . .	0.1	0.3	94.8	98.4	5.2	1.6
11. Punjabi
12. Assamese . . .	0.007	0.004	100.0	100.0
13. Oriya
14. Sindhi
	6.527	70.704										

S = Space C = Cost

(vi) *Percentage of space and cost of advertisements in sampled magazines by language and size*

Languages	Total		Percentages									
	Space in lakhs col cm	Cost in lakhs rupees	Very Big		Big		Medium		Small		Very small	
			S	C	S	C	S	C	S	C	S	C
1. English . . .	6.7	92.4	30.7	67.7	26.8	11.0	15.5	7.1	21.4	13.5	5.6	0.7
2. Hindi . . .	4.3	24.2	33.2	71.8	28.7	23.6	10.1	3.6	28.0	1.0
3. Urdu . . .	0.7	2.5	60.2	74.7	39.8	25.3
4. Bengali . . .	0.7	2.0	12.2	2.1	67.5	76.1	20.3	21.8
5. Malayalam . . .	0.9	6.6	91.3	97.2	5.8	2.2	2.9	0.6
6. Marathi . . .	1.0	3.5	12.9	22.9	10.0	5.9	77.1	71.2
7. Gujarati . . .	0.99	2.05	6.1	1.0	79.0	83.5	14.9	15.5
8. Telugu . . .	0.33	0.8	21.3	51.7	78.7	48.3
9. Kannada . . .	0.7	2.0	34.7	52.0	65.3	48.0
10. Tamil . . .	0.7	2.4	58.9	53.2	41.1	46.8
11. Punjabi . . .	1.44	5.01	82.9	97.4	17.1	2.6
12. Assamese
13. Oriya
14. Sindhi
	18.46	143.45										

S = Space C = Cost

(vii) *Percentage of space and cost of display advertisements : Group category wise in sampled dailies of different languages*

Languages	Total		Per cent Finance 7101-7		Per cent Govt. 7201-5		Per cent Image 7301-4		Per cent Image 7401-8		Per cent Industry 7501-4	
	Space in lakhs col cm	Cost in lakhs rupees										
			S	C	S	C	S	C	S	C	S	C
1. English . . .	47.3	289.1	5.9	6.1	3.7	2.9	11.1	9.5	13.1	13.1	10.8	11.6
2. Hindi . . .	28.0	65.7	5.5	7.0	8.4	8.2	19.2	18.0	2.6	2.3	5.2	6.0
3. Urdu . . .	7.4	10.4	4.0	4.5	6.8	5.2	16.9	16.5	2.5	2.2	1.7	1.9
4. Bengali . . .	3.9	36.6	8.4	9.6	6.1	4.4	15.8	12.1	9.3	7.9	8.2	10.1
5. Malayalam . . .	5.8	30.9	7.3	8.6	7.4	7.4	12.4	12.7	3.3	3.7	5.5	6.8
6. Marathi . . .	10.4	26.7	5.6	4.5	5.7	5.1	11.9	11.0	4.3	4.5	N.A.	4.9
7. Gujarati . . .	13.4	48.9	8.1	8.8	5.1	4.6	13.2	12.9	3.2	3.7	5.7	5.6
8. Telugu . . .	4.4	16.4	7.9	10.1	7.2	6.4	13.2	10.9	2.5	2.5	6.2	7.7
9. Kannada . . .	4.2	10.2	6.5	6.9	3.3	3.1	11.9	10.7	2.2	2.4	4.6	5.0
10. Tamil . . .	3.1	14.8	12.4	12.0	6.6	4.7	7.7	7.7	6.5	6.0	8.9	7.7
11. Punjabi . . .	1.1	11.7	6.2	6.6	8.7	6.9	12.7	11.0	1.8	1.5	15.2	16.3
12. Assamese . . .	0.5	1.2	7.2	7.9	11.4	11.8	23.6	20.3	11.6	11.1	2.3	2.5
13. Oriya . . .	9.6	3.9	5.3	4.9	3.7	4.9	23.3	24.8	8.6	14.5	9.2	7.2
14. Sindhi . . .	0.2	0.3	11.1	11.1	7.4	7.4	20.3	19.9	9.4	9.4	9.9	9.8

S = Space C = Cost

Per cent Consumer 7601-5		Per cent Farm 7701-3		Per cent Entertain 7801-7		Per cent Wanted 7901-7		Per cent Personnel 8001-6		Per cent Religion 8101-3		Per cent Misc. 8201-3	
S	C	S	C	S	C	S	C	S	C	S	C	S	C
21.4	21.1	0.3	0.2	12.4	9.3	11.9	15.9	8.6	8.3	0.4	0.3	0.4	1.7
28.2	29.9	1.4	1.4	13.5	11.7	6.0	6.1	7.5	6.8	0.2	0.2	2.3	2.4
16.1	16.8	1.0	0.9	32.4	33.9	7.2	7.1	7.1	6.7	0.9	0.8	3.4	3.5
20.4	27.0	0.9	1.3	16.1	11.3	7.0	4.5	6.1	6.4	0.1	0.2	1.6	5.2
16.0	19.8	0.3	0.3	23.0	19.5	5.3	4.7	15.7	13.6	0.5	0.3	3.3	2.6
N.A.	27.0	N.A.	1.4	21.6	20.4	5.7	6.7	10.6	10.8	0.7	0.3	4.3	3.4
22.8	23.1	1.6	1.5	16.4	15.3	6.7	7.1	13.8	14.2	1.6	1.7	1.8	1.5
17.2	24.3	3.1	4.1	26.0	16.8	2.3	3.0	11.7	11.9	0.7	1.0	2.0	1.3
24.4	29.6	0.7	1.0	20.0	16.1	5.9	6.5	16.7	14.5	2.4	2.7	1.4	1.5
18.1	21.3	0.9	0.8	12.4	18.5	2.3	2.4	17.1	14.8	2.9	1.0	4.2	3.1
16.8	17.0	4.4	5.1	12.3	13.1	3.6	2.5	4.2	3.3	2.3	2.8	11.8	13.9
16.6	18.5	2.8	2.4	11.7	13.0	8.5	7.8	2.2	2.2	2.1	2.5
24.0	17.5	2.6	2.9	9.3	8.9	9.2	9.6	4.6	4.4	0.1	0.1	0.1	0.3
7.3	7.3	14.5	15.4	3.3	4.1	11.1	10.9	3.3	3.3	2.4	1.4

N.A. Not Available.

S=Space

C=Cost.

*Performance of advertising agencies**Volume of Advertising*

The total volume of advertising placed in newspapers by the 18 agencies which responded to the questionnaires issued by the Commission came to Rs. 1647.64 lakh, in 1979-80 against their total business turnover of Rs. 2255.10 lakh. The total turnover in the case of six major agencies (Hindustan Thompson, Everest, F. D. Stewart, Sobhagya, Inter Publicity and Shilpi) was over Rs. one crore each, the highest being that of Hindustan Thompson (Rs. 9.24 crore). Except in the case of Inter Publicity, the volume of their advertising placed in newspapers is higher as compared to the volume in other media.

According to the First Press Commission, there were 109 advertising agencies in operation in 1951, and advertisements placed by them in the Press accounted for Rs. 2.78 crore. However, the total quantum of Press advertising was estimated at Rs. five crore per year.

Basis of distribution of Total advertising

Replies show that several factors form the basis for distribution of advertisement. Readership, circulation, nature of product and cost efficiency of the medium are the major considerations with most of these agencies.

Readership studies and market surveys

While minor agencies did not generally use any kind of study or survey, five out of the six major agencies, namely, Hindustan, Thompson, F. D. Stewart, Sobhagya, Inter Publicity and Shilpi

use readership surveys. The sixth major agency, Everest, and a medium agency, Mutual Advertising, use ORG readership surveys and other studies. National Advertising Agency, with a total turn-over of Rs. 40 lakh, and wholly advertising in the Press, relies entirely on Audit Bureau Circulation (ABC) certificates, which give the circulation of a newspaper State and district-wise and also town-wise if the circulation in a town is more than 250.

Advertisements given on consideration other than commercial

Out of 18 agencies, only two, namely Atul Publicity a minor agency with Press advertising of only Rs. 3,87,000 and Everest, a major agency, with the second largest turnover among the respondents, have said that they do give advertisements on considerations other than commercial, on instructions from clients. Everest has however clarified that though it is improper, an advertisement is sometimes given to a publication if the client insists through specific instructions. Others give advertisements only on commercial considerations.

Extent in which placement of advertisement is affected by views of the paper, its ownership, advertisement rates, circulation and class of readership

While rates, circulation and readership of a newspaper effect the placement of advertisement by almost all the agencies, the views or ownership of a publication do not make any difference with most of them, including the six major agencies.

Basis of assessment of circulation and class of readership

Most of the agencies depend on the certificates issued by the ABC. In addition, the National Readership Surveys of ORG are taken into account by three major agencies, F. D. Stewart, Everest and Shilpi and four medium ones, namely, Radeus, Marketing Consultants, Mutual Advertising and National Advertising. Another major agency, Sobhagya, relies on R.N.I. reports where a newspaper is not a member of the A.B.C. Besides these the agencies have one or other criterion of their own, such as, the standard of the paper and its printing quality, and in the case of Atul, a small agency, news-to-advertisement ratio.

List of top 10 clients

Each agency has its own clients (advertisers) and no common clients were found in their lists.

Ownership

The ownership of the six major agencies with a total turn-over of over Rs. one crore is as under:—

- | | |
|-----------------------|--------------------|
| 1. Hindustan Thompson | — Public Company |
| 2. Shilpi | — Public Company |
| 3. Everest | — Private Company |
| 4. F.D. Stewart | — Private Company |
| 5. Inter Publicity | — Private Company |
| 6. Sobhagya | — Individual firm. |

Of the four medium agencies, with a total turn-over of between Rs. 50 lakh and one crore, two are private companies (Radeus Advertising and Mutual Advertising), one partnership concern (Jaisons advertising) and one public company (Marketing Consultants). It is noticed that this last agency, though a public company, is wholly owned by Mysore Sales International Ltd.

All the small agencies, with a total turn-over of less than Rs. 50 lakh, are individual firms.

There is no foreign share-holding or collaboration in any of these 18 agencies.

Only Hindustan Thompson, Everest, Radeus and Marketing Consultants have furnished their constitution, balance sheet and profit and loss accounts. Others have either not furnished all the three documents, or given only one of them.

List of most used papers

Leading dailies, such as, Times of India, Indian Express, Hindustan Times, Statesman, Hindu, Ananda Bazar Patrika, Nav Bharat Times, and Malayala Manorama are most frequently used by the 27 agencies which gave the information. Periodicals most frequently used include the large circulation papers like Illustrated Weekly of India, Kumudam, Dharmayug, Filmfare, Femina, Eve's Weekly, India Today and Readers' Digest.

It is noticed that Employment News, a Government publication, is also used by the largest agency, namely Hindustan Thompson and by Omega Advertising for advertisements concerning recruitment.

Languages used in advertisements

Replies show that advertisements are prepared and released in all major Indian languages and also in English by all major and medium agencies.

Two major, and one small agency said that they were also using some foreign languages, as under:

- (1) Hindustan Thompson : Arabic, Nepalese, Sinhalese, French and German.
- (2) Sobhagya : French, Spanish and Portuguese.
- (3) National Advertising : Arabic.

It is also noticed that smaller agencies were using between two and 11 languages and English was common among all of them, except Vivek Publicity which was using Hindi as the only language for its advertisements.

Membership of the Association of Advertising Agencies of India (AAA).

Replies show that out of 27 agencies, the following, 15 were members of the AAA : Hindustan Thompson, Everest, P. D. Stewart, Inter Publicity, Shilpi, Ulka, R. K. Swamy, National Advertising, Heroes, Jaisons, Radeus, Mutual, Graphisads, Phoenix and Omega. Notable non-members, among the major agencies, are Sobhagya and Interads.

Deviation from the AAA Code

None of the agencies has said that the AAA had ever drawn their attention to any deviation from its prescribed code.

Measures for self-regulation within the profession

In reply to the question whether the agency considered any measures for regulation within the advertising profession to be desirable, a large number of agencies, including some major ones felt that some such measures were necessary.

Among the important suggestions made are:

- (1) An advertising Council should be set up to formulate a code of advertising practices and standards.

(Hindustan Thompson,
Shilpi and Marketing
Consultants)

- (2) The self-regulatory code of ethics of the AAA should be applied universally.

(Everest)

- (3) There should be an association representing all agencies accredited to the Indian & Eastern Newspaper Society (IENS) and the Directorate of Advertising and Visual Publicity (DAVP) who should lay down norms to be followed by all the advertising agencies.

(Sobhagya)

- (4) A Consumer Council should be set up to check unethical practices.

(F. D. Stewart)

- (5) Infringement of ethics by an advertiser should be looked into by a Joint Standing Committee composed of Indian Society of Advertisers, AAA, Consumer Guidance Society, Radio Advertisers and Producers Association of India, IENS and other media organisations.

(Inter Publicity)

- (6) Growth of agencies owned by industrialists needs to be regulated.

(Jaisons)

(7) IENS should strictly enforce its rules and regulations.
(Mutual Advertising)

(8) There is too much disparity between accredited and non-accredited agencies. There should be a second category of 'recognised' agencies.

(Bangalore Advertising)

(9) No self-regulatory measures were desirable.

(R. K. Swamy, mutual and Phoenix)

Current unethical practices

Offering a rebate to the client on the agency's commission (of 15 per cent) was described as an unethical practice by a large number of agencies, including some major ones, such as, Everest, F. D. Stewart, Ulka, Shilpi, and Interads.

Other such practices mentioned by them were : delayed payments, changing of agency without settling the bills of the previous agencies, advertising sub-standard products and spurious remedies, exaggerated claims in advertisements and unethical entertainment.

Voluntary body to check malpractices

In response to the question whether a voluntary body is likely to have sufficient authority over advertising agencies to check malpractices, 21 out of 27 agencies said 'yes'; these include all the major agencies, except Sobhagya. Those who said 'no' or 'can't say' included besides Sobhagya, Jailsons, Mutual, Heroes, Phoenix and incentive.

Advertising Council to Check Unethical Practices

In reply to the question whether Government should set up an Advertising Council to check unethical practices in agencies, the majority opinion was against such a move. Those who said 'yes' or 'can't say' included two major agencies, Interads and R. K. Swamy and five smaller ones, Bangalore Advertising, Hind Publicity, Atul Publicity, Omega and National Advertising.

Measures to check product claims

In reply to the question what measures the agencies took to ensure that the product claims made in advertisements were correct, 22 of the 26 respondents said they took some precautions in accepting the client's version. These included steps such as market research, survey and testing. Of the four agencies who did not take any steps to check the claims made by the client, one was a medium agency (Radeus) and the remaining

three were smaller ones (Phoenix, Vivek Publicity and Hind Publicity).

Omega Advertising, a smaller agency, was the only one who did not answer this question.

Complaints arising out of the 'copy' matter released for a product, and if, any of these complaints taken to court

Almost all the agencies said 'no' to these questions. Only one major agency, Shilpi Advertising informed that there were complaints in one or two stray cases, but on contacting the consumer it was found that the product complained about was a spurious one.

Measures for consumer protection against 'false' advertising

Four major agencies (F.D. Stewart, Shilpi, Ulka and R.K. Swamy) and two medium ones (Mutual Advertising and Marketing Consultants) have emphasised the need for vigilance by consumer and the setting up of Consumer Associations and Consumer Guidance Societies.

Other important suggestions are :

(1) A self-regulatory code being drafted by the Advertising Agencies Association of India will go a long way in ensuring consumer protection.

(Everest)

(2) Advertising agencies do not have necessary facilities to examine the product claims before they are advertising but the companies sponsoring false advertising should be debarred from advertising altogether.

(Sobhagya)

(3) A regulatory body at Government level should watch over not only advertising activity but the whole gamut of activities comprising the marketing of consumer products and services.

(Hindustan Thompson)

(4) Government check on advertisements which are likely to deceive the public (such as advertisements relating to plots or ownership flats) or which may affect public health.

(Studio Parkerson)

Six small agencies (Vivek Publicity, Hind Publicity, Assam Publicity, Heroes, Phoenix and Modern Publicity) did not give any reply to this question.

APPENDIX IX. 18

Code of ethics in advertising

I Rules Governing Accreditation of Advertising Agencies and Rulings of the Society

Adopted at the 91st Extraordinary General Meeting of the Indian & Eastern Newspaper Society held on April 7, 1967.-

CODE OF STANDARDS OF

THE INDIAN & EASTERN NEWSPAPER SOCIETY

1. Society Members shall not favour direct advertisers by giving them better facilities such as lower rates, longer credit periods, preferential position, commissions, discounts and supplying art work at nominal rates.

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2. Member papers shall not give commission, or any form of rebate to any direct advertiser. Any advertising agency not accredited or a canvasser may be allowed commission not exceeding 10 per cent.

3. Member papers shall take all reasonable precautions to ensure that all advertising accepted by them is legal, clean, honest, and truthful and that such advertising is in respect of reputable goods of service.

4. The Society, through its members, undertakes to use all possible measures to develop the quality and quantitative factors of their publications so as to render the best possible service to the public and to advertisers.

5. Member publications shall strictly observe the rules passed by the Society from time to time and published in the Society Handbook in respect of all advertising agencies accredited by the Society.

**ADVERTISING AGENCY SERVICE STANDARDS
OF
THE INDIAN & EASTERN NEWSPAPER SOCIETY**

Advertising agency service consists of interpreting to the public the advantages of a product or service.

Interpreting to the public the advantages of a product or service is based upon :—

- (1) A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself and in its relation to competition.
- (2) An analysis of the present and potential market for which the product or service is adapted.
- (3) A knowledge of the factors of distribution and sales and their method of operation.
- (4) A practical knowledge of all the available media which can profitably be used to carry the interpretation of the product or service to the main parts of the product.
- (5) Ability to formulate a definite plan of campaign on the basis of the study, analysis and knowledge as explained in the preceding paragraphs.
- (6) Ability and facilities to execute this plan by :—
 - (a) Writing, translating, designing, illustrating advertisements or other appropriate forms of the message.
 - (b) Contracting for the space or other means of advertising.
 - (c) Preparing a message in mechanical form and for warding it with proper instructions for the fulfilment of the contract.
 - (d) Checking and verifying all insertions, display or other means used.
 - (e) Checking, invoicing and paying for the service, space and preparation.

The above outline has been made to define what agency service is, so that applicants shall know what is expected of them by the Society when dealing with applications for accreditation.

DECLARATION

At the outset, the applicants shall have to express in writing their ability to satisfy the following conditions :—

- (1) That the applicants have sufficient training and professional experience and skill and are adequately equipped to handle advertising business efficiently and that they have actually carried on the agency business for a minimum period of one year.
- (2) The advertising is their sole business occupation and that it does not constitute an allied department of any other business with which they are directly or indirectly associated.
- (3) That they have no connection, financial or otherwise, with any publication or with any form of advertising medium such as outdoor hoardings, cinema, radio, etc. or with any advertiser except as an advertising agent.

- (4) That they have placed business of the value of not less than Rupees Three lakhs if the application is for full accreditation (OR Rupees One Lakh if for Provisional accreditation) with the members of the Indian & Eastern Newspaper Society in the course of the 12 months, preceding the date of application and are prepared to produce authenticated certificates to that effect.

- (5) That they have reasonable financial resources in relation to the business contemplated and are prepared to support their application with evidence to that effect.

Financial resources being interpreted as a minimum paid-up capital of Rs. 1,00,000 in the case of limited liability companies and in the case of others, personal resources of Proprietors or Partners of not less than Rs. 50,000 committed to business. Provided that the assets of an accredited agency shall, at all times, exceed its current liabilities at least by 10 per cent.

- (6) That their agency or any Director or Partner in their concern, as the case may be, has not been removed from the list of accredited agents or refused accreditation as an advertising agency on any previous occasion

- (7) That their agency will not charge any advertiser for any advertising space more or less than the price charged by the newspapers.

- (8) That they can supply three satisfactory trade references, two of which should be from newspapers and the third from a Banker.

- (9) Ordinarily, the Society shall grant only Provisional accreditation to the applicant agency and shall watch its performance for a minimum period of one year before full accreditation is granted.

- (10) A questionnaire for containing the terms of the Declaration will be sent to every intending applicant. The requisite form of application will be sent to him after receiving his reply that he is able to satisfy all the terms of the Declaration. In case any intending applicant is not able to fulfil any of the Terms of the Declaration he should defer making any application for accreditation until such time as he is able to fulfil all the terms.

AGREEMENT BETWEEN

ADVERTISING AGENT AND SOCIETY

TO BE EXECUTED WHEN ACCREDITATION IS GRANTED

AN AGREEMENT made the.....day of.....
.....One thousand nine hundred and.....
between the Indian & Eastern Newspaper Society whose registered office is at Rafi Marg, New Delhi-110001, hereinafter referred to as the "Society" of the first part, and.....
of
hereinafter called the "agency", of the second part.

WHEREAS, for the better regulation of the practice of advertising and to secure the best advertising service for advertisers, the members of the Society have agreed that they will allow commission in respect of advertisements inserted in newspapers owned or controlled by them (hereinafter referred to as "the newspapers") to any advertising agent accredited by the Society, and whereas the Agency is desirous of being accredited

by the Society for the purpose of becoming entitled to commission in respect of newspaper advertising placed by it, and has completed a form of application for accreditation, the information wherein shall be the basis of this agreement (any inaccuracy or omission in the said information, accidental or otherwise, to render this agreement voidable at the option of the Society). NOW it is hereby mutually agreed by and between the parties as follows :—

(1) **BY THE SOCIETY**—That the Society accredits the agency and includes its name in the list of accredited agents published from time to time.

(2) **BY THE AGENCY**—In consideration of the accreditation herein afforded and of the commission to which the Agency is entitled by reason of such accreditation.

(a) That it will maintain a properly equipped office and use its best efforts to ensure that all advertising placed by it is legal, clean, honest and truthful, render the best possible advertising service to advertisers and encourage the development of new advertising accounts.

(b) That its remuneration for placing advertisement in any of the newspapers shall be in the form of a commission paid by the newspapers.

(c) That it will retain in full commissions earned as an advertising agency from member publications and that it will at no time pay or otherwise allow any part of such commissions to any advertiser or representative of any advertiser for whom it may be acting, or has acted, as an advertising agency.

(The Agency shall be deemed to rebate commission in breach of this agreement if it supplies free, or partly free, any material including finished drawings, original or duplicate blocks, electros, stereotypes, matrices or the like, or any typesetting of printing or defray in whole or in part the salary of any employer of an advertiser, or make any allowance, or does any act or thing whatsoever which in effect is equivalent to rebating any part of the commission).

(d) That it will not charge any advertiser for any advertising space more or less than the price charged by the newspaper for the space occupied by such advertisement.

(e) That it will not charge any advertiser less than the full price invoiced to it for any blocks, printing, poster, sketches, films, or any other form of publicity in which it may be engaged on behalf of the advertiser concerned.

(f) That it will require payment for the cost of all research undertaken at the instruction of advertisers other than that into the quantity and quality of newspaper circulation and gathering of normal marketing data.

(g) That in the event of the Society removing from the list of accredited agents the name of any advertising agency, the Agency party hereto will not for a period of twelve months after the date of such removal employ any Director or Principal, or such a discredited Agency as a Director or

Principal, or make any arrangements for the purpose of taking over its business, wholly or partly, without prior intimation to the Society.

(h) That in respect of any advertisement submitted by the Agency for publication in any newspaper, which advertisement contains the name or any pictorial representation (photographic or otherwise) of any living person and/or of any part of any living person, and/or of any letterpress by which any living person is or can be identified; the Agency will first obtain the authority of such living person to make such use of such name representation and/or letterpress as is made in the said advertisement and that it will accept full responsibility for the publication of any such advertisement emanating from the Agency, and hereby indemnifies the newspaper concerned against any claims or proceedings which may arise out of the publication by it of any such advertisement. Further that in respect of any such advertisement submitted by the Agency to any newspaper, there shall be implied in the contracts under which such advertisement is published, a warranty by the Agency as set out in this clause, provided always that the Agency shall be consulted prior to negotiations, settlement or defence of legal proceedings.

(i) That it will conform strictly to any conditions of individual newspaper respecting rates, setting advertisement "copy", illustrations and insertions and will uphold the standards of the respective newspapers.

(j) That in the event of any Agency desiring to cancel the insertion of any advertisement, it will not give shorter notice than that which may be required under any agreement between the agency and any individual newspaper.

(k) That it will at all times abide by the Society's Rules and Regulations governing accreditation of advertising agencies and conform to all decisions and rulings made by the Society from time to time for the better conduct of advertising business.

(l) That it will pay all the Society members' bills including bills relating to advertisements placed with member newspapers prior to its accreditation according to the Rules framed and within the credit period fixed by the Society in this regard and will be liable to any action that may be deemed necessary by the Society for such breach in accordance with the rules and regulations of accreditation.

(m) That the Society will have the right, subject only to one month's notice in writing, to cancel the Agency's accreditation and remove its name from the list of accredited agents without being obliged to give reasons for this decision.

(n) The grant of full accreditation to any agency will entitle that agency to receive and members of the Indian & Eastern Newspaper Society to allow a commission not exceeding 15 per cent of business placed by the Agency with members.

Provisionally accredited agency will be allowed commission not exceeding 10 per cent.

- (o) That it will keep the Society fully informed of any changes or alterations in the particulars furnished in the form of application, for accreditation, originally submitted.
- (p) That in the event of any material change or alterations in the particulars furnished in the form of application or breach of the conditions of this agreement, the Society may forthwith suspend the accreditation of agency pending enquiry.

(The use of the plural in these presents shall be deemed to include the singular and vice versa)

For and on behalf of
The Indian & Eastern Newspaper Society,

Secretary

(to be signed by a Director or Secretary where the Agency is a limited company, or by a partner or sole proprietor).

In the case of Proprietorship or Partnership.

I/We, the undersigned Proprietor/Partners hereby jointly and severally give a personal guarantee for the debts of the agency should the agency fail to meet its obligations to the members of the Society.

Witnesses :

Any notice required by the undertakings herein to be given shall be sent in writing to the Secretary, the Indian & Eastern Newspaper Society, I.E.N.S. Building, Rafi Marg, New Delhi-110001.

REGULATIONS GOVERNING ACCREDITATION OF ADVERTISING AGENCIES

PREAMBLE

The following regulations relating to accreditation of Advertising Agencies have been made with a view to :—

- (a) ensuring that recognition is awarded only to such agencies which can carry on business observing the ethics of maintaining the high professional standards,
- (b) ensuring that all advertising agencies conduct their business in conformity with the principles laid down by the Society.

and

- (c) ensuring that member-newspapers do not suffer on account of sudden insolvency and/or liquidation of advertising agencies.

The Society will have regard to the following matters for accreditation or affecting suspension or termination of accreditation :

- (i) No concern will be deemed fit for accreditation which has not placed paid-up business of the value of not

less than Rs. 3,00,000 with member-newspapers during a calendar year.

- (2) The paid-up business shall be spread over to at least 5 principal clients at least one of whom must engage in advertising of national character. Provided that the Society reserves the right to cancel accreditation if at any time, it is found that an accredited Agency is not handling at least one national account.

The term 'national' is understood to apply to the advertising of goods having distribution and advertising support in the State in which the main office of the advertiser is situated and at least in 2 other States.

- (3) Every accredited Agency must have sound financial stability to conduct its business: such financial stability being interpreted as a minimum paid-up capital of Rs. 1,00,000 in the case of limited liability companies and in the case of others, personal resources of the proprietors or partners of not less than Rs. 50,000 committed to business.

Notwithstanding the foregoing, the assets of an accredited agency shall, at all times, exceed its current liabilities at least by 10 per cent.

- (4) In the case of such Advertising Agencies whose financial resources are not clearly established to the satisfaction of the Society, the Society reserves the right to demand security deposits, before or after granting accreditation at any time.

- (5) Every advertising agency accredited by the Society must submit the following annual returns at the latest by 31st January every year and in between the year when called upon to do so :

- (a) in the case of limited companies, their balance sheets;
- (b) in the case of proprietary concerns, a statement giving a summary of the balance sheet showing the assets and liabilities of the agency certified by chartered Accountants;

- (c) List of Clients;

- (d) List of Directors, Partners, Proprietors, as the case may be, and names of Chief Executives.

- (6) An accredited Agency shall maintain a properly equipped office and shall be free from control or influence of any business or person which owns or controls any newspaper or other advertising medium and/or media.

- (7) Accreditation shall not be granted or continued to any agency the principal or principals of which are proprietors/partners/salaried employees of any advertiser or publisher of a newspaper or advertising medium.

- (8) An accredited Advertising Agency shall enjoy the accreditation unless and until it is terminated by the death of the principals or dissolution of partnership, bankruptcy, cessation of advertising practice or the cancellation of accreditation by the Society.

- (9) In the event of an accredited advertising agency re-constructing its business or effecting any changes in its constitution—partnership, proprietorship or in name—the Society shall be informed immediately. If the above stated change or changes materially effect the service capacity and the financial stability of the agency

concerned adversely the Society will have a right to cancel the accreditation of the agency concerned. On the other hand, if such change or changes do not materially affect the service capacity of such an agency but, if the Society feels that the financial soundness has been affected, it may ask for a reasonable security deposit from the agency concerned, to be returned as and when the payment policy and/or financial position of such an agency is found or proved to be satisfactory.

- (a) Within one month of the occurrence of any of the changes stated above, the advertising agency concerned shall submit a fresh application for accreditation complete in all respects.
 - (b) The Society shall have the right in its discretion to review the accreditation of the agency concerned in the light of the information received.
 - (c) The Society shall have the right to satisfy itself, from time to time, that an agency maintains in every respect the standards required by the Society in conducting its business.
- (10) The Society will review the accreditation every year and from time to time and if during the review it is found that the Agency's business is not being conducted according to rules and regulations of the Society, the Society may suspend or cancel the accreditation granted to the Agency at any time to take such action as it deems fit under these rules.
 - (11) In the event of accreditation of an advertising agency being cancelled, the amount of security deposit, if any, lodged by it with the Society, may be appropriated and distributed pro rata among member publishers against their established dues from the advertising agency.
 - (12) The commission allowed to the Agency by the members shall be retained in full by the Agency and shall not be shared with or rebated to, any other person, firm or company, directly or indirectly except :—

When an agency rebates full commission to its clients and is paid a service fee for its services provided that the amount of service fee so received shall not be less than 15 per cent, such service fee being levied on the gross and not on the net amount.

PROVISIONAL ACCREDITATION

- (13) Agencies who conform to the standards prescribed in the matter of knowledge, service, equipment and financial stability and can show an authenticated record of paid-up business of a total value of not less than Rs. 1,00,000 placed with member-newspapers during any one year but have not yet secured the minimum number of accounts to qualify for full accreditation may be granted provisional accreditation for a period of one year, at the end of which the position will be reviewed and if the full number of accounts have been secured and the agency found satisfactory in other respects, full accreditation may be granted or a further period of one year's provisional accreditation allowed.
- (14) If a provisional accredited advertising agency is not able to place with member-newspapers gross paid-up business of not less than Rs. 3,00,000 even in the second

year of provisional accreditation, it shall terminate automatically.

- (15) If a fully accredited advertising agency fails to place gross paid-up business of not less than Rs. 3,00,000 but exceeding Rs. 1,00,000 in a calendar year, its status shall automatically reduce to that of a provisionally accredited agency and its accreditation shall automatically cease if it fails to place gross paid-up business of less than Rs. 1,00,000 in a calendar year.
- (16) (i) Although in all respect of relationship between the agency and members, the Agency shall be bound by the terms and conditions laid down by the Society, and accredited advertising agency shall be directly responsible to members for the payment of advertising and relative bills, on the report, however, that any agency has failed to settle its bills in respect of accounts within 75 days counting from the end of the month during which the advertisements billed appeared, the Society will be entitled to cancel the accreditation after such investigation as the Society may think necessary to establish the default.
(ii) Monthly settlements of outstandings received from members shall form the basis of the action which the Society may take in this regard.
(iii) If the percentage of outstandings against an accredited advertising Agency exceeds 5 per cent consistently for 3 consecutive months, the Society shall be entitled to issue a warning to the Agency concerned or to give notice of cancellation of its accreditation.
- (17) Unless otherwise stated in these regulations, notice of the cancellation of accreditation shall be given to the Agency and circulated to all the Members of the Society at least one month before the cancellation becomes effective. Members shall not allow commission to any Agency whose accreditation has been cancelled on any business placed after the date of cancellation became effective. In all cases where accreditation is withdrawn a bona fide member of the agency shall have the right of appeal to the Society.
- (18) The Society reserves itself the right to suspend or cancel accreditation of any agency or reduce its status from that of Full to Provisional accreditation for breach of non-observance of the conditions or for non-payment of members' bills as provided in these regulations.
- (19) The Society shall have the power to renew or restore full or provisional accreditation of any agency on whatever terms and conditions it may be decided upon.
- (20) For the better regulations of the practice of advertising and to secure the best advertising services for the advertisers, the Members of the Society will allow and the fully accredited Agencies agrees to accept 15 per cent commission in respect of advertisements inserted in member-newspapers of the Society. In case of provisionally accredited Agencies the commission shall be limited to 10 per cent.
- (21) The Agency shall retain the full amount of commission granted by the publishers under the terms of these regulations without direct or indirect rebate or the supplying or material for advertising on any basis that can be considered as direct or indirect or secret rebating.

- (22) Advertising Agents shall be entitled to Agent's commission from the date of their recognition and not from any prior date on which advertising was placed.
- (23) The accredited agencies shall refer the nature of disputes to the member-publications concerned and also bring it to the attention of the Convener of the concerned Regional Committee of the region within a fortnight on a date of receipt of such bills for amicable settlement without waiting till the end of credit period.
- (24) Terms embodied in the Declaration, Application for Accreditation and Agreement between the Society and the Advertising Agency which are reproduced elsewhere shall form part of these regulations.
- (25) The Society shall have the power to amend or alter the terms and regulations governing accreditation from time to time as it deems desirable and may, if it so desires, consult any representative body or bodies of the Advertising Agencies. Such amendments or alterations shall be binding on the Agencies.
- (26) All accredited agencies shall, at all times, observe the Society's Rules and Regulations governing accreditation and conform to all decisions and rulings made by the Society from time to time for the better conduct of advertising business.
- (27) Notwithstanding clause 26, those advertising agencies which were accredited by the Society under the Rules obtaining before April 1967, shall conform to the requirements of clauses 3, 14 and 15. This clause will be reviewed if and when found necessary.
4. The Proprietors accept no responsibility for faulty printing due to defective material supplied or due to circumstances beyond their control.
5. While every endeavour will be made by the Management to avoid the publication of competitive advertisements in close proximity to each other, no guarantee can be given in this respect, nor will claims be entertained for free insertions in the event of two announcements of rival products appearing on the same page.
6. The Proprietors reserve the right to decline publication of copy or illustrations which would, in their opinion, disfigure the paper or prejudice adjoining advertisements; also to refuse or suspend the publication of any advertisement, without assigning reasons.
7. The Proprietors will accept no responsibility whatsoever for failure to publish advertisements, the copy and instructions for which are not received as stipulated in the Tariff Card.
8. In case of existing contracts the Proprietors shall be at liberty to revise the advertisement rates for their publications by giving one month's notice to the Advertisers, advertising agencies, etc. in the event of 'force majeure' i.e. all circumstances over which the Proprietors have no control such as riot, strike, lock-out, shortage of raw materials, cost of labour, flood, fire, war, civil disturbances, government decisions of far-reaching effects, leading to increase in the cost of production, etc.

The Advertiser/Advertising Agency may either agree to the increased rate or cancel the contract.

STANDARD CONTRACT

In order to secure uniformity of practice in the acceptance of all advertisement orders and for better regulation of advertising, the following conditions shall be deemed to be incorporated in all contracts between the Agency and member-newspapers.

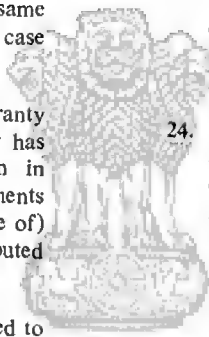
1. The Proprietors of the member-newspapers/periodicals shall have in their absolute discretion the right to omit, suspend, change the position or the scheduled date of publication of any advertisement accepted for insertion.

All efforts, however, will be made to publish the advertisements on the confirmed date of publication but in the event of failure by a daily newspaper/periodical in this regard, the advertisement may be published on any day within one week after the confirmed date and in the case of periodical by one or two issues, the publisher shall explain to the Agency the reasons for not publishing the advertisement on the scheduled date.

2. The said Proprietors shall have the right to require any alterations they consider necessary or desirable in an advertisement or to require any blocks or copy to be amended to meet their approval.
3. The Proprietors accept no liability for any loss or damage caused by an error or inaccuracy in the printing of or omission to insert any advertisement, or for any damage or loss of any blocks, drawings or other material supplied for the purpose of advertising. The Proprietors will supply proofs of type-set advertising, if so desired by the agencies.

9. The Proprietor shall not be bound by choice of stop orders, cancellations or transfer of advertisements booked for insertion in special or specified positions received less than three weeks in case of dailies and four weeks in case of Periodicals prior to the date of insertion for advertisement in run off paper or on specified position.
10. The Advertising Agency or advertiser submitting the advertisement shall indemnify the proprietors in respect of costs, damages, or other charges falling upon them as a result of legal actions or threatened legal action arising from the publication of the advertisement published in accordance with the copy instructions supplied by the Agency or the Advertiser. In any case, where a claim is made against the Proprietor and the Agency or advertiser may ultimately be liable under the terms hereof, notice in writing shall be given to him in order that consultation shall take place before any expense is incurred or the claim is settled, defended or otherwise disposed of to his detriment.
11. If additional space is ordered during the period of this order (which period shall not exceed one year), the additional space over and above the agreed contract will be accepted subject to the availability of space and also subject to the revision of rates. When the Publisher has a graduated schedule of rates, the rate for the space used shall be charged regardless of the rate of this order.

12. The operational date of a contract would be the date on which the first insertion under the contract appeared provided that such insertion appears within a period of one month from the date of the contract.
13. Newspapers are not bound to apply a lower rate if space consumed during a year is over and above the minimum for a contract if no specific contract has been placed in advance. This rule would also apply in the case of graded rates.
14. (a) If an agency fails to consume the space contracted within the specified period, it shall pay for the space actually consumed at the rate applicable to that space or for the balance of the contracted space remaining unutilised.
- (b) If the Proprietor is unable to give the space contracted for and because of such termination by the Proprietor, the Agency/Advertiser has not been able to utilise the space contracted, the actual space consumed shall be charged at the rate mentioned in this contract.
15. It is guaranteed that, should the Proprietor at any time allow to any commercial advertiser a rate lower than the rate stated in this Order for a like amount of space for the same class of advertisement in a like position under the same condition within the same period of time, such lower rate shall apply in the case of this Space Order.
16. It is understood that the Order constitutes a warranty by the Agent to the newspaper that the Agency has secured all necessary authority and permission in respect of the use in the advertisement or advertisements of pictorial representation of (or purporting to be of) living persons and all references to and words attributed to living persons.
17. All bills with supporting vouchers will be submitted to the agents as soon as possible after publication, and in any case, before the 15th of the following month. Any complaint concerning any charge included in a bill rendered will not be entertained unless reported in writing, within 15 days of receipt when the matter will be investigated and, if necessary, rectified, such disputed charge will not be regarded as a sufficient reason for the non-payment of any other items included in the bill concerned.
18. Payment of amounts shall be made within 75 days counting from the last date of the month during which the advertisement appears.
19. If the Advertiser/Advertising Agent neglects or fails from whatever cause (a) to pay bills regularly within the time stipulated or (b) reasonably to comply with the terms in the tariff card, the Proprietor shall be at liberty to suspend the publication of the advertisement and/or to terminate the Contract should they think fit, and forthwith to recover from the Advertiser/Advertising Agent, all sums due and payable under the Contract, provided always that the publication of the advertisement by the Publisher after such neglect or failure on the part of the advertiser shall not be deemed as waiver of their rights under the Contract.
20. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an Agency's order form or elsewhere by an Agency or an Advertiser shall be void in so far as they are in conflict with these conditions.
21. Without prejudice to the generality of these terms, these conditions of acceptance specifically extend to any personal guarantee given by the Directors or any other person on behalf of a recognised agency at the time of recognition in respect of any unsatisfied liability of the agency in the event of the Agency's liquidation or insolvency. Such guarantee is a part of these conditions of acceptance.
22. An advertising Agency submitting an advertisement shall conform to the conditions of agreement between the Indian & Eastern Newspaper Society and recognised advertising agencies regarding the rebating of commission and observance of the Advertising Agency Service Standards of the Indian & Eastern Newspaper Society. Particulars of these conditions will be supplied on request.
23. The terms embodied in the Declaration, Application for Accreditation, Agreement between the Society and the Advertising Agency and Regulations governing accreditation, are deemed to be incorporated in these conditions of acceptance of advertisement order for the publication of all advertisements accepted from a recognised advertising agency.
24. All moneys due under this contract shall be payable at the place of publication and only the appropriate court at the place of publication shall have jurisdiction in case of any dispute or any legal proceedings.



RULINGS OF THE SOCIETY

RELATING TO MEMBER-NEWSPAPERS

1. FREE 'PUFFS'

Although the rejection of puffs is primarily a matter for the discretion of individual editors, in cases where victimization is threatened, members should at once communicate with the Secretary.

2. CODE OF MEDICAL ADVERTISEMENTS

The following Code of Standards in regard to the advertising of medicines and treatments has been approved by the Indian & Eastern Newspaper Society for members' guidance :—

No advertisement will be accepted by the newspapers represented in the Indian & Eastern Newspaper Society which contains any matters :—

- (a) claiming to procure the miscarriage of women, birth control except contraceptives approved by recognised authorities, or regulation of menses,
- (b) dealing with the treatment of habits associated with sexual indulgence or of any ailment associated with such habits,
- (c) using any of the following expressions :—

cloudy discharge, sexual disability, sexual virility, impotence, night losses, excreta, loss of manhood, wet

dreams, rejuvenation and any other word which offends good taste,

- (d) recommending the treatment of any ailment by amulets, talismans or other means of a similar nature.

3. No advertisement will be inserted containing a testimonial other than one limited to the actual views of the writer, nor any testimonial given by a doctor other than a recognised Indian Medical Practitioner unless it is manifest that the writer is not a Doctor of Medicine.

4. No advertisement will be accepted containing claims or illustrations which are distorted or exaggerated in such a manner as to convey false impressions or containing statements of a 'knocking' or extravagant nature.

5. No advertisement will be accepted which in any way may lead persons to believe that the product recommended emanates from any hospital or official source, or is other than a proprietary medicine advertised by a particular manufacturer for the purpose specified, unless the advertising agent submitting the copy declares that the authority of such hospital or official source has been duly obtained.

6. In addition to the above Code, prohibitions prescribed under the Drugs and Magic Remedies Act, would also apply.

7. MEMBERSHIP FORM

The following is the draft of the Membership Form to be signed by all members of the Society.

We.....(the name of the newspaper) being a member of the Indian & Eastern Newspaper Society, hereby agree to abide by the Rules embodied in the Memorandum and Articles of Association of the Society and also by the Rulings adopted at the Society's Meetings.

8. MEMBERS' REPRESENTATION BY ADVERTISING AGENTS

There is no objection to a newspaper appointing whom it liked provided such representatives are not classified as advertising agents, recognised or unrecognised, according to the Rules of the Society.

9. THE SOCIETY'S RECORDS

All records as are maintained in the Society's office are, with the exception of such matter as is circulated to members, to be treated as strictly confidential and be open for inspection to members only with the previous approval of the President whose decision in such cases will be final. The files of member newspapers and advertising agencies are to be treated as particularly confidential. No copies of the Society's records are to be furnished except of such matter as has already been circulated to members or in whose cases where it has been decided at a meeting to allow access for specified purposes.

Contents of communications issued by the Society are meant for the exclusive information and use of its members only and are not meant to be divulged to any person other than the principal and executives of the member newspapers concerned in each particular case.

10. CASH DISCOUNT

Payment of cash discount to advertisers or to advertising agencies is not to be allowed in any circumstances.

11. DIRECT APPROACH TO ADVERTISERS

It would be perfectly appropriate and in order for a member to make direct contacts with clients for advertising business.

12. CONTRACEPTIVE ADVERTISEMENTS

Advertisements of contraceptives should not be published except in cases where approved by Government or a recognised public health authority.

13. MEMBERS' CONTACTS WITH GOVERNMENT

No member shall be allowed under any circumstances to make any alterations in the proposals made by the Society to the Government. If any member, however, desires to do so he shall inform the Society so that the matter can be settled amicably at a proper meeting of the Society.

14. RULES FOR PAYMENT OF SUBSCRIPTION

Rules regarding payment of subscription and cessation of membership for non-payment thereof must be strictly observed.

15. CHANGE IN RULES

No Rules or Rulings of the Society which have been adopted at a General Body Meeting should be altered without prior intimation to members of the Society affording them an opportunity to offer their opinions before a change is considered.

16. CONCESSION ON ADVERTISEMENT TO MEMBER PUBLISHER

Members may allow concession, at their discretion, on advertisements published in their newspapers by other member publications.

17. CONCESSION ON CHARITABLE ADVERTISEMENTS

Members may allow concession at their discretion on advertisements relating to charitable organisations.

RULINGS OF THE SOCIETY RELATING TO ADVERTISING AGENTS

1. *Retrospective Commission*

Advertising Agents are only entitled to agent's commission from the date of their recognition and not from any prior date on which advertising be placed; and that, therefore, no agent's commission should be promised or paid prior to the grant of such recognition.

2. *Combined Contracts*

(a) Block contracts are permissible and do not constitute space-farming when space is taken (at contract rates) for advertising commodities, products, etc. under their branded or market names, irrespective of number or class, when satisfactory proof is given that such commodities, products, etc. are the manufacture or under the single control of a proprietary or holding company or for whom the space is booked, 'proprietorship' being understood to mean the holding of 51 per cent or more of the P.T.L. If a company wishes to tie-up its advertisement with another company or with an association, it may book its advertisement to appear adjacent to such advertisement, provided it agrees to pay the guarantee position surcharge.

(b) Farming of Space is strictly prohibited.

3. *Classified Advertisements*

No commission shall be allowed on casual classified advertisements unless either it is a part of the selling campaign of an advertiser for his products or services, or it forms a part of the contract.

Explanation : Classified advertisements are those which will include Tenders, Public Notices etc. and which cannot be inserted with other advertisements in the classified columns and may occupy more than one column across.

4. *Commission on Company Prospectuses etc.*

Whilst no commission on isolated advertisements of company meetings sent by advertising agents should be paid on behalf of a casual customer of the advertising agency, members can pay it if the advertisements came from old established clients of the agency.

If agents prove to the satisfaction of the newspapers that they have performed services, such as translation into vernaculars, preparing materials etc., commission on company prospectuses and reports of company meetings be allowed provided the commission shall not be paid on public notices issued by a Government department or any legal or other notification issued by a public body.

5. *Time-limit for Payment of Accounts*

(a) Advertising Agents should make monthly payments of all bills and accompanying vouchers as submitted monthly by member newspapers in respect of all accounts, Indian and foreign, within 75 days counting from the end of the month during which the advertisement or advertisements billed appears.

(b) Members should send all bills with tear sheets to the advertising agents under registered post by the 15th of the month following the month in which the advertisement billed appeared, and in the event of delay being made by any member in this regard, the days of delay would be added to the revised credit period in each case.

(c) If there is a dispute in respect of any bill, the agency shall refer the nature of the dispute to the member publication concerned and also bring it to the attention of the convener of the concerned Regional Committee of the region within a fortnight of the date of Receipt of such bill for amicable settlement without waiting till the end of the credit period.

(d) Should any agency fail to pay dues within 75 days as stated in clause (a) above, the member newspapers, may suspend further advertising released by the agency and the Society may take steps to suspend or cancel the agency accreditation as provided for in the regulations governing accreditation. In cases where cheques are returned, the matter may be immediately reported to the Society, who will take immediate and stringent action in such cases.

6. *Members' position in dispute between Agent and Client*

If a dispute should arise between an accredited advertising agency and its clients, while member newspapers would be sympathetic to the former, it imposes no obligation on member newspapers not to accept the advertisements of its client direct or through another agency until the dispute is reported as settled. In all such cases of complaint, if the agency concerned wishes the member newspapers of the Society to take appropriate action against the client complained against, then all facts supported by evidence should be furnished.

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7. *Members' contracts with Advertising Agents*

The terms of a subsisting contract which had been entered into by a member with an accredited advertising agency prior to his membership should be fully implemented after his membership and up to the end of the contract, and the rate of commission payable on such a contract shall be the rate fixed in the agreement. In all such cases, however, accredited advertising agents would be bound to observe the Society's Rules regarding the period of payment of all bills even if some of these bills are for advertisements which appeared prior to membership.

Consistently with the above principle, in the event of any member causing to be member, he will not be entitled to claim any relief from the Society in respect of any outstandings accrued during his membership after the cessation of his membership and such outstandings will not thereafter be taken into account in the periodic reviews held by the Society.

8. *Transfer of Accounts*

When there is a transfer of account from one agency to another, a member newspaper may not, unless in its opinion the circumstances warrant, transfer the contract executed the first agency to the second. In all cases of transfer, the agency which held the account should give notice of the transfer.

9. *Space used by more than one agency against a single contract*

No agency other than the one which has signed the contract may use space against such contract. Where different campaigns are run by a single advertiser through different agencies each agency must execute a separate contract in respect of the advertising handled by them. Each such contract should be fulfilled according to the terms and conditions specified individually.

10. *Top of column position*

Top of Column Position means the top of the page. Members may have two different rates, one for top of column and another for top of advertisement column.

11. *Space contract*

In case the space contracted for is not fully utilised, the space consumed shall be paid for at the rate applicable to such space which was in force at the date of the contract.

12. *Split-run advertising*

The facilities for split-runs may be given only in regard to a single product of an advertiser if the advertisements to be published in split-runs are of the same size, subject to the convenience of the member publication, and at a premium fixed by it. Member publications may not give the facilities of split-runs where the space is to be used for advertisements of two or more different products.

13. *Full column advertisement*

Advertisement measuring less than 5 cms. short of the full column shall be charged for the full column.

(Ref : Minutes of the Advertising Committee meeting held on 16-12-1966).

14. *Personal guarantees by Directors of advertising agencies*

It was unanimously agreed that whenever a Limited Company applied for accreditation to the Society as Advertising Agency, the Committee will grant accreditation only after obtaining a satisfactory guarantee by two or more of the company's Directors undertaking personal liability, jointly and severally, for the amounts that may become due from the Company to Members of the Society.

(Ref: Minutes of the Advertising Committee meeting held on 26-2-1970).

15. *Split in Agency Commission*

An Indian accredited advertising agency shall not split agency commission with another Indian accredited or non-accredited advertising agency. An Indian accredited advertising agency may, however, accept advertising from a foreign advertising agency on such terms as may be mutually agreed upon between the two parties.

(Adopted by the IENS Advertising Committee at its meeting held on April 17, 1979).

II

Advertising Agencies Association of India

CODE OF STANDARDS OF ADVERTISING PRACTICE

1. *Role of advertising ethics vis-a-vis the customer*

A. MOTIVATING PRINCIPLES OF THE RULE

1. As part of system of free enterprise and of our system of distribution, satisfying consumers' needs and comfort, advertising has a social responsibility towards the customer. Advertising is an important and legitimate means for the seller to awaken interest in his goods and services. In this process some practices of the seller may at times be opposed to the rightful interests of the community, wherever a conflict of interests arises, the interest of the public should, first and foremost, be protected.
2. The success of advertising depends on public confidence. Hence no practices should be permitted which tend to impair public confidence.

The following rules of conduct have been laid down for international observance, in order to counteract possible misuse of advertising and to promote a further development of the sense of responsibility on the part of advertisers towards the consumer.

Responsibility for the observance of these rules rests with :—

- (a) the advertiser on whose account the advertisement is issued.
- (b) the advertiser or agent who has created the advertisement.
- (c) the publisher or medium contractor who publishes or distributes the advertisement.

Individuals in catch of these group should exercise such responsibility as they may properly assume to make certain that the rules of conduct are observed.

B. RULES OF CONDUCT

1. Advertising should be so designed as to conform not only to the laws but also to the moral and aesthetic sentiments of the country in which it is published.
2. No advertisement likely to bring advertising into contempt or disrepute should be permitted. Advertising should not take advantage of the superstition or credulity of the general public.
3. Advertising should tell the truth and avoid distorting facts and misleading by means of implications and omissions. For instance, it should not mislead the consumer by false statements as to :
 - (a) the character of the merchandise — i.e. its utility materials, ingredients, origin, etc.,
 - (b) the price of the merchandise, or its value, its suitability or the terms of the purchase,
 - (c) the services, accompanying purchase, including delivery exchange, return, repair, upkeeps etc.,
 - (d) personal recommendations of the article or service. Testimonials which are fictitious or the original of which cannot be produced must not be used. Any one using testimonials in advertisements is as responsible for the statements made in them as he would be if he had made them himself.
 - (e) the quality or the value of competing goods or the trustworthiness of statements made by others.
4. No advertisement should be permitted to contain an claim so exaggerated as to lead inevitably to disappointment in the mind of the consumer. Special care is called for in the case of :
 - (a) Advertisements addressed to those suffering from illness. No such advertisement should hold out the promise of a cure for a serious disease, nor contain any statement calculated to injure the health of the suffered by dissuading him or her from seeking medical advice or otherwise.
 - (b) Advertisements inviting the public to invest money. Such advertisements should not contain statement which may mislead the public in respect of the security offered, rates of return or terms of a amortisation.
 - (c) Advertisements inviting the public to take part in lotteries or competitions with prizes, or which hold out the prospect of gifts. Such advertisements should state clearly all the conditions for the lottery or competition, or the conditions for the distribution of the gifts.

II. *Rules of ethics between advertisers*

Motivating principle of the rules :—

The principle of fair competition as generally defined and accepted in business should be applied to advertiser

Rules of Conduct

1. Methods of advertising designed to create confusion in the mind of the consumer as between goods are unfair and should be renounced. Such methods may consist in:

(a) the limitation of the trade mark or name of the competitor, or the packaging or labelling of goods;

or

(b) the limitation of advertising devices, copy, layouts or slogans.

2. Advertising should endeavour to gain the goodwill of the public on the basis of the merits of the goods or services advertised. Direct comparison with competing goods or firms should be avoided and disparaging reference in no circumstances permitted.

III. Rules of Ethics Governing advertising agencies and media

A. Motivating principle of the rules: The development of sound advertising depends upon the good relations existing between all sections of the advertising business, and no practices should be permitted which tend to impair such good relations.

B. Rules of Conduct:—

(1) Advertising agencies and media should avoid disparagement of their competitors;

(2) The accepted regulations governing the agency business in any country should be strictly observed by every agent doing business in that country.

(3) Misleading or exaggerated statements to an advertiser concerning the carrying out or probable effect of a campaign should not be permitted.

(4) The purchaser of advertising in any publication or other media is entitled to know the number, general character and distribution of the persons likely to be reached by his advertisement and to receive genuine co-operation in this respect from media.

5. A clear and full statement of the rates and discounts applicable to various classifications of advertising should be published by every medium and adhered to.

III

ADVERTISING COUNCIL OF INDIA

CODE OF ETHICS

FOR ADVERTISING IN INDIA

Prepared by the Advertising Council of India and approved and accepted by its Constituent Associations IENS, ISA, ILNA, AAI & AIFM

1960

'A' — THE CODE

General rules of conduct in advertising

1. Advertising should be so designed as to conform not only to the laws but also to the moral, aesthetic and religious sentiments of the country in which it is published.

2. No advertisement likely to bring advertising into contempt or disrepute should be permitted. Advertising should not take advantage of the superstition or ignorance of the general public.

3. No advertisements of talismans, charms and character reading from photographs or such other matters will turn on the superstition of general public shall be permitted.

4. Advertising should be truthful, avoid distorting facts and misleading the public by means of implications and omissions. For instance, it should not dislead the consumer by false statement as to:—

(a) the character of the merchandise, i.e., its utility, materials, ingredients origin etc.

(b) the price of the merchandise, or its value, its suitability or the terms of purchase.

(c) the services accompanying purchase, including delivery, exchange, return, repair, upkeep, etc.

(d) Personal recommendations of the article or services. Testimonials which are fictitious and/or fraudulent or the originals or which cannot be produced must not be used. Anyone using testimonials in advertisements is as responsible for the statements made in them as he would be if he had made them himself.

(e) the quality or the value of competing goods or trustworthiness of statements made by others.

5. No advertisement should be permitted to contain any claim so exaggerated as to lead inevitably to disappointment in the mind of the public. Special care is called for in the following cases:

(a) Advertisements addressed to those suffering from illness. In this respect the code of Standards of Advertising in relation to Medicine must be adhered to.

(b) Advertisements inviting the public to invest money. Such advertisements should not contain statements which may mislead the public in respect of the security offered, rates of return, or terms of amortisation.

(c) Advertisements inviting the public to take part in lotteries or competitions such as are permitted by law or which hold out the prospect of gifts.

Such advertisements should state clearly all the conditions for the lottery or competition or the conditions for the distribution of the gifts.

(d) The publication of employment notices requiring fees for application forms, prospectus, etc., and security deposits should be forbidden except when such advertisements emanate from Governmental or quasi-Governmental sources.

6. Methods of advertising designed to create confusion in the mind of the consumer as between goods by one maker and another maker are unfair and should not be used. Such method may consist in:

(a) the limitation of the trademark or name of competitor, or the packaging or labelling of goods or

(b) the imitations of advertising devices, copy, layouts or slogans.

7. Advertising should endeavour to gain the goodwill of the public on the basis of the merits of the goods or services advertised. Direct comparison with competing goods or firms and disparaging references are in no circumstances permitted.

8. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment should be avoided in all advertisements. This also applies to such advertisements which in themselves are not objectionable as defined above, but which advertise objectionable books, photographs or other matter and thereby lead to their sale and circulation.

9. No advertisement should offer to refund money paid.

10. The use of National Emblems is prohibited by law in advertisements, trademarks, etc. except by Governments or Governmental agencies. Also the use of the picture of Mahatma Gandhi, the President, the Vice-President and the Prime Minister of India is forbidden in such advertisements, trademarks, etc., except by previous permission. This rule does not apply to advertising of books, films or other items in which these personages form the chief subject.

Code of standards in relation to the advertising of medicines and treatments

This code has been drafted for the guidance of advertisers, manufacturers, distributors, advertising agents, publishers and suppliers of various advertising media. The harm to the individual that may result from exaggerated misleading or unwarranted claims justifies the adoption of a very high standard and the inclusion of considerable detail in a Code designed to guide those who are concerned with this form of advertising.

Newspapers and other advertising media are urged not to accept advertisements in respect of any product or treatment from any advertiser or advertising agent who disregards the provisions of this Code in any form of advertising or publicity relating to that product or treatment. The provisions of this Code do not apply to an advertisement published by or under the authority of a Government, Ministry or Department, nor to an advertisement published only in journals circulated to Registered Medical Practitioners, Registered Dentists, Registered Pharmacists or Registered Nurses.

SECTION I

General Principles

1. *Cure:* No advertisement should contain a claim to cure any ailment or symptoms of ill health, nor should an advertisement contain a word or expression used in such a form or context as to mean in the positive sense the extirpation of any ailment, illness or disease.

2. *Illness etc., properly requiring medical attention* No advertisement should contain any matter which can be regarded as an offer of medicine or product for, or advice relating to the treatment of serious disease, complaints, conditions, indications or symptoms which should rightly receive the attention of a registered medical practitioner. (See Sec. 2).

3. *Misleading or Exaggerated Claims* No advertisement should contain any matter which directly or by implication misleads or departs from the truth as to the composition, character or action of the medicine or treatment advertised or as to its suitability for the purpose for which it is recommended.

4. *Appeals to fear* No advertisement should be calculated to induce fear on the part of the reader that he is suffering, or may without treatment suffer from an ailment, illness or disease.

5. *Diagnosis or Treatment by Correspondence* No advertisement should offer to diagnose by correspondence, diseases, conditions or any symptoms of ill health in a human being or request from any person a statement of his or any other person's symptoms of ill health with a view to advertising as to or providing for treatment of such conditions of ill health by correspondence. Nor should any advertisement offer to treat by correspondence any ailment, illness, disease or symptoms thereof in a human being.

6. *Disparaging References* No advertisement should directly or by implication disparage the products, medicines or treatments of another advertiser or manufacturer, or registered medical practitioner or the medical profession.

7. *College, Clinic, Institute, Laboratory* No advertisement should contain these or similar terms unless an establishment corresponding with the description used does in fact exist.

8. *Doctors, Hospitals, etc.* No advertisement should contain any reference to doctors or hospitals, whether Indian or foreign, unless such reference can be substantiated by independent evidence and can properly be used in the manner proposed.

9. *Products offered particularly to women:* No advertisement of products, medicines or treatments of disorders or irregularities peculiar to women should contain expressions which may imply that the product, medicine or treatment advertised can be effective in inducing miscarriage.

10. *Family Planning:* Advertisement for measures or apparatus concerning family planning would be permissible in so far as they conform to the generally accepted national policy in this behalf.

11. *Illustrations:* No advertisement should contain any illustration which by itself or in combination with words used in connection therewith is likely to convey a misleading impression, or if the reasonable inference to be drawn from such advertisement infringes any of the provisions of this code.

12. *Exaggerated Copy:* No advertisement should contain copy which is exaggerated by reason of improper use of words, phrases or methods of presentation, e.g., the use of the words 'magic, magical, miracle, miraculous'.

13. *Natural Remedies:* No advertisement should claim or suggest contrary to the fact, that the article advertised is in the form in which it occurs in nature or that its value lies in its being a 'natural' product.

14. *Special Claims:* No advertisement should contain any reference which is calculated to lead the public to assume that the article, product, medicine or treatment advertised has some special property or quality which is in fact unknown or unrecognised.

15. *Sexual Weakness, Premature Ageing, Loss of Virility* No advertisement should claim that the product, medicine, or treatment advertised will promote sexual virility or be effective in treating sexual weakness, or habits associated with sexual excess or indulgence or any ailment, illness or disease associated with those habits.

In particular, such terms as 'premature ageing', 'loss of virility' will be regarded as conditions for which medicines products, appliances or treatment may not be advertised.

16. *Slimming, Weight Reduction or Limitation or Figure Control* : No advertisement should offer any medical product for the purpose of slimming, weight reduction or limitation or figure control. Medical products intended to reduce appetite will usually be regarded as being for slimming purposes.

17. *Tonics*: The use of this expression in advertisements should not imply that the product or medicine can be used in the treatment of sexual weakness.

18. *Hypnosis*: No advertisement should contain any offer to diagnose or treat complaints or conditions by hypnosis.

19. *Materials to students*: Materials meant for distribution in educational institutions must not carry advertisements of things other than those of value of students.

SECTION 2

Restrictions imposed by statute on advertising of medicines and treatments:

Rule 105 of the Drug Rules, 1945, provides that:

1. No drug may purport or claim to prevent or cure or may convey to the intending user thereof any idea that it may prevent or cure, one or more of the diseases or ailments specified in Schedule 'J'.

Schedule 'J'

Blindness	Bright's Disease	Cancer
Cataract	Deafness	Delayed Mensuration
Diabetes	Epilepsy	Hydrocoele
Incurable Paralysis	Leprosy	Leucoderma
Lock jaw	Locomotor Ataxia	Insanity
Tuberculosis	Tumours	Veneral diseases (in general)
Female Diseases (in general)	Fevers (in general)	Fits
	Soft Cancer	Syphilis

Glaucoma	Goitre	Gonorrhea
Heart Disease	High Blood pressure	Lupus
Obesity	Paralysis	Plague
Rupture	Sexual Impotence	Small Pox

2. No drug may purport or claim to procure or assist to procure or may convey to the intending user thereof any idea that it may procure or assist to procure miscarriage in women.

Definition:

'Drug' includes all medicines for internal or external use for human beings or animals and all substances intended to be used for or in the treatment, mitigation or prevention of disease in human beings or animals, other than medicines and substances exclusively used or prepared for the use in accordance with the Ayurvedic or Unani systems of medicines.

Procedure for the enforcement of the code :

(a) All complaints or reports on contraventions of the Code received by the Council, should be in the first instance, referred to the member association/s concerned, who should be requested to take suitable action.

It is open to any individual, association or Government authority or any other legal entity, to make complaints against offensive advertisements under the Code to the Council. The Council will normally take no action against offensive advertising unless a complaint has been registered by it.

(b) Member/s of member associations of the Council having complaint under the Code against members of other member association/s should, in the first instance, address their complaint to the member association/s concerned.

(c) If complaints under the Code cannot be satisfactorily resolved at member association/s level, they should be reported to the Council which will consider suitable action.

(d) In the case of any complaints under the Code received by the Council, concerning an offending party outside the purview of the various member associations, the Council itself will draw the attention of the offending party to the contravention and consider suitable action.

APPENDIX IX-19

Grass block and net block : 1977-1978

(Rs. in Lakhs)			
Sl. No.	Name of the company/daily	Gross block	Net block
1	2	3	4
Big			
1.	Bennett Coleman & Co. Ltd., Bombay	615.08	301.84
2.	Indian Express (M) Ltd., Madras	179.14	61.22
3.	Amrita Bazar Patrika (P) Ltd., Calcutta	127.69	38.12
4.	Malayala Manorama Ltd, Calicut	155.08	82.50

1	2	3	4
5.	Indian Express Newspapers (B) Ltd., Bombay	754.88	441.12
6.	Mathrubhumi Printing & Publishing Co. Ltd.	102.62	36.93
7.	The Printers (M) Ltd.	124.21	39.37
8.	The Hindustan Times Ltd.	467.71	285.81
9.	Kasturi & Sons	361.11	81.92
10.	Statesman Ltd.	436.70	254.12
11.	Sandesh Ltd.	56.55	18.18
12.	The Tribune Trust	163.73	102.02
13.	The Newspaper & Pub. Ltd.	52.93	20.77
14.	Saurashtra Trust	51.87	17.05

1	2	3	4
15.	Sakal Papers (P) Ltd.	86.36	36.47
16.	Andhra Prabha Ltd.	55.03	23.35
17.	The Kerala Kaumudi (P) Ltd.	64.24	30.14
18.	Hind Samachar Ltd.	15.45	5.74
19.	Rajasthan Patrika	13.22
20.	T. V. Rama Subba Iyer	25.82	27.10
21.	Janana Mandal Ltd.	76.89	20.35
22.	R.G. Baruah & Others	20.27
23.	Servants of People Society	2.47	1.97
24.	Gujarat Mitra	7.57
25.	Ushodaya Publication (P) Ltd.	78.37	74.77
26.	Rashtriya Vichar Prachar Mandal	5.50
27.	Shri Narakesari Prakashan	25.68	9.03
28.	Vishwamitra	24.17	6.18
29.	Deepika Printers	0.62
30.	Traders (P) Ltd.	51.18	28.04
31.	Nai Dunia	48.54	25.90
(Big) TOTAL		4,203.50 (26)	2,142.19 (31)

Medium

32.	The Express, Trichur	1.62	1.41
33.	Daily Ajit, Jullundur	3.64	3.41
34.	Sarmarg (P) Ltd.	15.05	7.16

1	2	3	4
35.	Newsman Association Ltd.	10.29	8.16
36.	Southern Publication Ltd.	19.83	14.89
37.	The Pratap	2.83
38.	Deshabhimani	0.30
39.	Veeksanam Printers & Publishers Ltd.	20.50	15.90
40.	Basumati Corp. Ltd.	0.09
41.	Deccan Chronicle	51.65	18.80
(Medium) TOTAL		122.53 (7)	72.96 (10)
<i>Small</i>			
42.	Swatantra Journals	0.07
43.	Vishwakeralam	0.03
44.	Newspapers Ltd.	19.77	6.29
45.	Dainik Karmyug Prakash	0.20
46.	Saurashtra Gram Janta Prakashan	2.03	1.61
47.	Vellore Malai Murasu	2.05	1.43
48.	New Prabhat Pub'city Co.	15.17	8.55
(Small) TOTAL		39.03 (4)	18.19 (7)

(TOTAL All categories) 4,365.11 2,233.33
(37) (48)

NOTE: Figures in brackets relate to total number of newspaper companies.

APPENDIX IX.20

Gross block and surplus/deficit : 1977-78

(Rs. in lakhs)					1	2	3	4	5
S. No.	Name of the company/dailies	Gross block	Surplus/deficit	Surplus/deficit as a percentage of gross block	1	2	3	4	5
<i>Big</i>					1	2	3	4	5
1.	Bennett Coleman & Co. Ltd. Bombay	615.03	1,170.37	190.28	7.	The Printers (M) Ltd.	124.21	47.58	38.31
2.	Indian Express (M) Ltd. Madras	179.14	274.58	153.28	8.	The Hindustan Times Ltd.	457.71	68.33	14.61
3.	Amrita Bazar Patrika (P) Ltd., Calcutta	127.69	(-)5.38	(-)4.21	9.	Kasturi & Sons	361.11	39.29	10.88
4.	Malayala Manorama Ltd. Calicut	155.08	34.71	22.38	10.	Statesman Ltd.	436.70	39.89	9.13
5.	Indian Express Newspapers (B) Ltd. Bombay	754.88	74.56	9.88	11.	Sandesh Ltd.	56.55	11.59	20.50
6.	Mathrubhumi Printing & Publishing Co. Ltd.	102.62	18.09	17.63	12.	The Tribune Trust	163.73	31.66	19.34
					13.	Saurashtra Trust	51.87	18.72	36.09
					14.	The Newspaper & Pub. Ltd	52.93	7.10	13.41
					15.	Sakal Papers (P) Ltd.	86.36	23.53	27.30
					16.	Andhra Prabha Ltd.	55.03	69.55	126.39
					17.	The Kerala Kaumudi (P) Ltd.	64.24	10.48	16.31
					18.	Hind Samachar Ltd.	15.45	1.86	12.04
					19.	T. V. Rama Subba Iyer	25.82	13.80	53.45
					20.	Janana Mandal Ltd.	76.89	(-)0.53	(-)0.69
					21.	Servants of People Society	2.47	1.12	45.34
					22.	Ushodaya Publications (P) Ltd.	78.37	(-)3.18	(-)4.06
					23.	Shri Narakesari Prakashan	25.68	2.86	11.13

1	2	3	4	5
24. Vishwamitra		24.17	4.15	17.17
25. Traders (P) Ltd.		51.18	(-)-2.55	(-)-4.98
26. Nai Dunia		48.54	12.64	26.04
(Big) (Total)		4,203.50	1,964.88	46.74

Medium

27. The Express, Trichur		1.62	(-)-7.41	(-)-457.41
28. Daily Ajit, Jullundur		3.64	0.23	6.32
29. Samarg (P) Ltd.		15.05	4.58	30.4
30. Newsmen Association Ltd.		10.29	1.01	9.81
31. Southern Publications Ltd.		19.83	1.53	7.72
32. Veekshanam Printers & Pub. Ltd.		20.50	(-)-4.39	(-)-21.41
33. Deccan Chronicle		51.65	0.90	1.74
(Medium) Total		122.58	(-)-3.55	(-)-2.90

Small

34. Newspapers Ltd.		19.77	(-)-1.74	(-)-8.80
35. Saurashtra Gram Janata Prakashan		2.03	0.09	4.43
36. New Prabhat Publicity Co.		15.17	1.57	10.35
37. Vellore Malai Murasu		2.06
(Small) Total		41.09	(-)-0.08	(-)-0.19

APPENDIX IX.21

*Availability of newsprint
(As given by RNI)*

Year	Imported	NEPA	Total
1	2	3	4
1957-58	65,501	14,371	77,872
1958-59	58,072	22,187	80,259
1959-60	75,501	22,770	98,271
1960-61	76,600	23,398	99,998
1961-62	96,066	25,279	1,21,345
1962-63	97,425	26,515	1,23,940
1963-64	97,520	30,078	1,27,598
1964-65	1,02,461	29,250	1,31,711
1965-66	85,251	30,347	1,15,598
1966-67	1,24,698	30,000	1,54,698
1967-68	1,20,000	30,000	1,50,000
1968-69	1,23,370	30,000	1,53,370
1969-70	1,23,409	36,000	1,59,409
1970-71	1,40,000	40,000	1,80,000
1971-72	1,95,000	30,000	2,25,000
1972-73	1,95,000	40,000	2,35,000
1973-74	1,36,000	36,400	1,72,400

1	2	3	4
1974-75	85,650	47,300	1,32,950
1975-76	1,64,413	51,267	2,15,680
1976-77	1,80,318	55,000	2,35,813
1977-78	2,41,000	54,000	2,95,000
1978-79	2,61,000	40,000	3,01,000
1979-80	2,91,000	45,000	3,36,000
1980-81	3,22,000	48,000	3,70,000
1981-82 (Estimated)	3,50,000	50,000	4,00,000

APPENDIX IX.22

Average page level of dailies (1970-1979)

Year	Big	Medium	Small	Average for all dailies
1	2	3	4	5
1970	10.3	8.3	4.4	5.8
1971	10.3	8.5	4.1	5.6
1972	9.7	7.7	4.4	5.6
1973	9.2	7.8	4.2	5.3
1974	7.1	6.3	3.8	4.5
1975	7.8	6.9	4.0	4.7
1976	8.5	7.7	4.0	5.1
1977	9.4	7.2	4.1	5.1
1978	9.3	7.5	4.0	5.1
1979	9.8	7.7	4.0	5.0

APPENDIX IX.23

ANPA-IPSCO Joint Kenaf project status report as of June 1981

The research work conducted on the ANPA*-International Paper Sales Co. (IPSCO) joint project to produce newsprint from Kenaf, and to evaluate the long term viability of Kenaf as a paper-making fibre has shown the following results:

A chemi-thermomechanical pulping process for Kenaf was developed by Canadian International Paper Company Research Limited (CIPRL).

Kenaf pulping trials were conducted on pilot pulping refiners at CIPRL's research facilities in Howkebury, Ontario.

Based on the quality and strength test data of Kenaf pulp further trials were conducted on the C. E. Bauer TMP (thermo-mechanical pulp) refining unit at Springfield, Ohio.

Results were favourable and arrangements were made with C. E. Bauer to produce a minimal quantity of Kenaf using Kenaf grown by ANPA in Yuma, Arizona.

*American Newspaper Publishers Association

The pulp was shipped to International Paper Company's mill at Pine Bluff, Arkansas, where Kenaf newsprint was manufactured for six newspaper publishers for pressroom trials.

The paper machine trial was successful and newsprint with good strength and Brightness characteristics was produced. However, capacity and print through were found to be inferior to standard Pine Bluff newsprint.

Pressroom trials gave these results:

- (a) Running performance excellent
- (b) Print coverage comparable to standard wood fibre newsprint.
- (c) Inferior opacity and print through on Kenaf newsprint
- (d) Lint buildup on offset blankets was observed to be heavier than regular on standard newsprint.

The conclusion drawn from this development work was that newsprint can be produced from Kenaf.

Further development work is being conducted at International Paper Company's Mobile Mill on a thermo-mechanical pulping unit using Kenaf grown in Yuma in 1980 and harvested early 1981. This will help to establish process control requirements and to develop more accurate costs of pulping Kenaf CTMP.

ANPA has hired a consulting group (SALUT) to develop the economics of growing and harvesting Kenaf for delivery to mill sites in various areas of the Southern United States.

The results of the economic study, to determine the delivered cost of Kenaf to the mill, will establish whether kenaf can compete with wood fibre in reducing the production cost of newsprint.

(RIND Survey, October 1981)

APPENDIX IX.24

Highlights of the newsprint allocation policy—1957-58 to 1980-81

The newsprint allocation policy of the Government laying down the criteria for entitlement of newsprint is notified annually by the Ministry of I. & B. In terms of the import policy for the year. Details of entitlement and allocation are worked out by the Registrar of Newspapers for India on the basis of applications received from newspapers.

The newsprint allocation policy from 1957-58 to 1980-81 has been summarised for the Commission by RNI. It is given below:

1957-58

During this period the newsprint requirement of newspapers was worked out by the Chief Controller of Imports and Exports (CCI&E) in consultation with the Registrar of Newspapers for India (RNI). The newsprint policy covered a period of six months, that is, from October 1957 to March 1958. The salient feature of the policy was to allow additional quota for six months to newspapers to build buffer stocks. The stocks declared as on 1st October, 1957 were deducted from the entitlement and 15 per cent of the newsprint entitlement was cut and the balance quantity licensed from free resources, that is, from foreign exchange resources.

April 1958 to September 1958

The procedure was the same as that of the previous year for working out quota entitlement. But regularity certificate and circulation figures from the RNI's office were made available to CCI&E for processing newsprint applications. The 15 per cent cut introduced in the previous year was restored and Nepa newsprint was issued in lieu thereof.

October 1958 to March 1959

Same policy as in April–September 1958 continued but in response to representations, the allotment of newsprint was made on the basis of increased circulation during January–June 1958, as certified by Chartered Accountants.

April 1959 to September 1959

Initially a uniform cut of 10 per cent was imposed on the overall entitlement of papers. Later this cut was reimbursed by giving newsprint from Nepa Mills. However out of the 90 per cent of the entitlement, two-thirds was given from free foreign exchange resources and the remaining one-third from rupee payment area.

Entitlements up to 20 tonnes were not subjected to the cut.

October 1959 to March 1960

The policy remained basically the same as in the previous year.

April 1960 to September 1960

The policy was basically the same except that the 10 per cent cut was not imposed on quota entitlements of less than 100 tonnes.

October 1960 to March 1961

Basic entitlement remained the same except that 20 per cent of it was made good by newsprint from indigenous sources, that is Nepa Mills. Requests for additional newsprint quota on account of increasing circulation during July to December 1960 were considered when supported by a certificate from a Chartered Accountant.

April 1961 to March 1962

Policy remained the same as in the previous year except that some more concessions were allowed in some cases.

April 1962 to March 1963

Entitlement was worked out on the basis of actual pages during January to December 1957 or average number of pages published during April 1961 to March 1962, whichever was less. A cut of two and a half per cent was imposed on newspapers with entitlement of more than 100 tonnes. During 1962 the Newsprint Control Order came into force and sub-clause 3A was added to clause 3 of the Newsprint Control Order in order to compel newspapers to refrain from using white printing paper without the permission of the Controller of Newsprint.

April 1963 to March 1964

The newsprint policy was made a bit complicated this year. The quota entitlement was calculated on the basis of the page level as it obtained in 1957, average circulation during April

1961 to March 1962 and regularity during 1962. Out of the entitlement so worked out 30 per cent was made available from Nepa Mills.

April 1964 to March 1965

The basis of entitlement was the same as in 1963-64. Regularity was taken into account for the year 1963 instead of for 1962. Following the difficult situation due to the Chinese Aggression in October 1962 the following cuts were made on the additional increase in quota. The cuts were :

Above 1000 tonnes—12 1/2 per cent, between 750 and 1000 tonnes—10 per cent between 300 and 700 tonnes—7 1/2 per cent. No newsprint was given to periodicals. New dailies were allowed newsprint quota on a maximum of 5000 copies of eight standard pages instead of 10,000 copies of eight pages envisaged in the previous year.

April 1965 to 1966

No major change in the policy except that certain changes in the percentage between Nepa and imported newsprint were made at different entitlement slabs.

April 1966 to March 1967

The restrictions on the increase in circulation were lowered. Other features remained unchanged.

April 1967 to March 1968

The restrictions on the increase in circulation was further modified and restrictions on general/group newspapers were withdrawn. Common ownership units were permitted to bring out newspapers from their own newsprint quota.

April 1968 to March 1969

The basis of entitlement remained unchanged. There were some improvements over the previous year's policy.

April 1969 to March 1970

The pattern of the policy was more or less the same except that the permissible increase in circulation was made broad-based. The basic entitlement for 1970-71 was changed to performance attained in the previous year. Regularity for 1969 was taken into account. New weeklies and new dailies were allowed quota upto a maximum of 10,000 copies of eight standard pages.

April 1971 to March 1972

The entitlement basis remained the same as that in the previous year but the regularity was taken for 1970.

April 1972 to March 1973

The newsprint policy introduced during this year restricted the number of pages to ten for a daily. The Supreme Court struck it down. The newsprint policy was then modified in the light of the observations of the Supreme Court and the ten page limit was lifted.

April 1975 to March 1974

The newsprint policy provided for allocation on the basis of performance in the previous year. There was no restriction

on the page level but a uniform out of 30 per cent on the quota was introduced because of shortage of newsprint.

April 1974 to March 1975

The newsprint policy was almost the same except that the cut was further increased to 40 per cent but later reduced to 30 per cent and finally to 23 per cent in respect of dailies.

April 1975 to March 1976

Following the easy availability of newsprint, the newsprint cut was withdrawn and the policy was further liberalised to give more incentive to newspapers.

April 1976 to March 1977

The policy was more or less the same except that additional concession were extended to small and medium newspapers in pursuance of the recommendations of the Fact Finding Committee on Newspaper Economics.

April 1977 to March 1978

A need-based newsprint policy was announced. Newspapers were allowed to get additional quota on the basis of their performance during the year with documentary proof supported by Chartered Accountant's Certificate. The import duty on newsprint was withdrawn. The basis of allocation of indigenous and imported newsprint was as follows :—

Nepa Newsprint	25 per cent	(Newspapers with entitlements upto 300 tonnes will have the option to lift any proportion of their requirement from Nepa).
Imported Newsprint STC Buffer	15 per cent	(This will, however, be optional for newspapers with entitlement upto 300 tonnes).

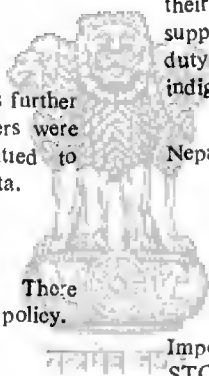
The remaining quantities will be met from imported newsprint (high sea sales)

April 1978 to March 1979

The newsprint policy was the same as in the previous year except that the 15 per cent allocation of imported newsprint from STC buffer stocks was optional for newspapers with entitlement upto 400 tonnes instead of 300 tonnes. This was to allow more small newspapers to get the benefit of the cheaper variety of newsprint from Nepa Mills of 300 tonnes.

April 1979 to March 1980

The policy permitting five per cent increase over the actual consumption in the previous year was continued. Newspapers with an entitlement of over 400 tonnes were required to lift 15 per cent of their entitlement from the buffer stock of STC in addition to the 15 per cent to be lifted from Nepa.



April 1980 to March 1981

APPENDIX IX. 2 5

The policy provides for an increase in entitlement on a graduated scale favouring small and medium newspapers. Big newspapers (above 50,000) will be allowed an increase in entitlement equivalent to the increase in circulation in 1979 over that in 1978 subject to a maximum of 5 per cent.

Medium newspapers (15,000—50,000) will get a flat increase of 10 per cent over the basic entitlement while small papers upto 15,000) will be allowed flat increase of 15 per cent.

Upward revision will be allowed on application on the basis of actual increase in circulation in the first six months of 1980 as compared to that of 1979. Abnormal short-term drops or increases in circulation arising from special circumstances will be ignored in working out the initial entitlement, reliance being placed upon normal average circulation.

A new publication will be allowed an initial quota not exceeding the requirement calculated on the basis of an average circulation of 10,000 copies of eight standard pages for dailies and 16 standard pages for periodicals in the first four months. Application for the initial quota has to be accompanied by a bond guaranteed by a scheduled bank for 10 per cent of the value of the newsprint applied for. Further quota is allowed after the newspaper submits evidence of consumption of newsprint for the first three months.

No quota is allowed to new periodicals other than triweeklies, biweeklies, weeklies, fortnightlies and monthlies for the first three months. After three months of regular publication, a periodical may apply for newsprint with a Chartered Accountant's certificate wherever necessary (when circulation is above 2000). Existing newspapers which did not get newsprint in the previous year are treated as new.

Certain categories of periodicals, though classified as newspapers, will not be entitled to newsprint. These are :

- (a) Journals published to promote sale of goods or services;
- (b) House journals/magazines brought out by undertakings/firms/industrial concerns;
- (c) Price Lists, catalogues and lottery news, time-tables, racing guides, almanacs etc.
- (d) Publications intended for free distribution;
- (e) Fiction;
- (f) School/College magazines;
- (g) Teaching journals/guides;
- (h) Government journals not in receipt of quota on a regular basis in 1979-80;
- (i) Periodicals with a periodicity more than quarterly such as biannuals, annuals etc.
- (j) Newspapers/periodicals with regularity less than 50 per cent in a year.

Newspapers, with an entitlement of over 400 tonnes will have to lift at least 10 per cent (upto a maximum of 15 per cent) from the buffer stock of STC.

Newsprint allotted to Some girlie magazines

Sl. No.	Name of the periodical with place of publication	Language	Classification as given in RNI Report	Newsprint allocation	
				Consumption 1978-79 (tonnes)	Entitlement for 1979-80 (tonnes)
1.	Azad Lok, Agra	Hindi	Other Miscellaneous	23.12	25.82
2.	Adhi Raat, Agra	-do-	-do-	9.05	23.26
3.	Angrai, Agra	-do-	-do-	23.44	24.05
4.	Inder Sabha, Agra	-do-	-do-	20.59	30.15
5.	Private Life, Agra	-do-	-do-	17.90	20.47
6.	Sache-Sex Apradh, Allahabad	-do-	-do-	8.97	18.45
7.	Garm Kahaniyan, Delhi	-do-	-do-	22.53	47.32
8.	Confidential Adviser, New Delhi	-do-	-do-	19.47	20.44
9.	Confidential Adviser, New Delhi	English	-do-	34.74	36.48
10.	Kannipen, Madras	Tamil	Not on RNI list	..	9.03
11.	Sex Life, Madras	Tamil	Science	..	13.37

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Import bill for newsprint, 1950 to 1980

Year	Total Import (Rs. lakhs)	Newsprint (Rs. lakhs)	Percentage
1950-51	65,021	537	0.83
1965-66	140,853	618	0.44
1970-71	163,420	1,873	1.15
1975-76	526,520	3,832	0.73
1976-77	507,395	4,720	0.93
1977-78	602,023	6,086	1.01
1978-79	678,864	8,035	1.18
1979-80	890,788	9,028*	1.01
1980-81	1,178,300**	15,000*	1.30

* For April 1979 to February 1980 only.

** Estimated figures, actual figures not yet available.

Source:

- (1) India, a Reference Annual, 1980
- (2) C.C.I. & E.
- (3) S.T.C.

Note from STC dated 29th September, 1980 on its procedure for newsprint import

In 1958 Government decided on partial canalisation of newsprint under which individual newspapers were required to open Letters of Credit against contracts concluded by STC. This procedure did not work satisfactorily since a number of newspapers defaulted in opening Letters of Credit in time and the country got a bad name. Since April 1974 import of newsprint is being entirely canalised through STC which arranges imports of newsprint as per the requirement projected by the Registrar of Newspapers for India.

Under the current policy, newsprint import is 'need-based'. As a result the requirement of imported newsprint continues to increase and at times revisions are made even during the course of a year. The requirement for imported newsprint has more than doubled between 1976-77 and 1979-80.

Newsprint Purchase Committee

There is a Newsprint Purchase Committee consisting of representatives of Government, the Registrar of Newspapers for India (RNI) and representatives of the Industry as nominated by Indian and Eastern Newspaper Society (IENS) and Indian Languages Newspapers Association (ILNA) which reviews the import requirement of newsprint. It lays down the general guidelines for negotiations to be conducted and agreements entered into with suppliers by STC. The Committee keeps a close watch over shipments from various suppliers and also takes steps to enforce the schedule of deliveries according to the terms of the contract.

Method of Purchase

In the case of newsprint, except when there is a buyer's market, it is difficult to make spot purchases of any substantial quantity. Since manufacture of newsprint involves heavy capital investment for creating additional capacity, most of the producers abroad are committed with the consumers under long-term arrangements. STC too has entered into long-term contracts with major suppliers ensuring continuous supply even during critical years on economical terms and stable base.

Pricing

As it buys in bulk, STC has been able to contract at very competitive prices. The yardstick for newsprint prices in the international market is New York Delivered price which is the price at which newsprint is delivered to Press rooms in New York. We have been progressively able to obtain better terms from our suppliers and are today getting a discount of US \$/35/77 PMT over the New York Delivered price. In addition to above we are obtaining a credit of 30/60 days which also is passed on to our customers. It is an acknowledged fact that Indian customers are getting newsprint at prices below the prices paid by customers in U.K. and France.

The sale-price of newsprint is worked out on pool pricing basis which fully spreads out the different prices under different contracts. Till June 30, 1980 the sale prices were approved by Chief Controller of Imports and Exports. With effect from July 1, 1980, this responsibility has been transferred to the Ministry of Information and Broadcasting. The Government has decided that the difference between high-seas-sale price and buffer price should be reduced, so that the benefit of the lower price is passed on to small newspapers who draw their requirement from buffer stocks.

Uniform price

By supplying newsprint at a uniform price to all newspapers whether large, medium or small, STC has extended the benefit to the small and medium newspapers.

Freight

Most of the newsprint from Canada and other sources purchased under free foreign exchange comes in Indian shipping lines. STC has been able to get competitive freight rates and this has helped to keep the prices low. In some cases, we also charter vessels resulting in better freight. If newspapers are allowed to import directly, they will not have a sufficiently large cargo individually, and the freight will be relatively high.

Besides, they are unlikely to make an optimum use of the available capacity of Indian ships.

Elimination of middlemen

Being the sole importer of newsprint, STC has been able to eliminate the middlemen from this trade. If it gives up its role, private importers acting as middlemen will again emerge. This will particularly affect the small and medium newspapers who will have no choice but to get their supplies through them.

Purchase from Rupee area

India imports substantial quantities of newsprint from rupee area sources, that is, from USSR and Romania. It may not be possible for individual newspapers to import newsprint from there at competitive prices as exporting organisations in these countries are State undertakings and only an agency like STC can effectively negotiate from its position of strength and obtain lower prices.

Sources

Initially Canada was the main source of supply to India, STC has been able to diversify sources of supply to reduce dependence on one supplier, obtain competitive prices and ensure a more regular flow. At present it has contract with Scandinavia, USSR, Romania, New Zealand, Bangladesh and Canada for import of newsprint. If newspapers were to contract individually, supply would be totally dislocated in the event of a breakdown at the source. But in the case of STC, even when there is a breakdown in supply from one of the sources, it is in a position to provide newsprint to consumers with the minimum amount of dislocation. In the event of delay in arrival of any shipment, for our customers, diversions are made from incoming stocks on high-sea-sale basis.

STC has switched over to computerised system of allocation for which monthly allocations are issued to newspapers. Depending upon their requirement, the newspapers can open Letters of Credit or give Bank guarantee to enable STC to place orders. With this system, regular flow of newsprint will be ensured.

Buffer stock

To help small consumers who have limited demand and are not in a position to import on high-sea-sale basis, STC maintains a buffer stock at a number of locations from where the consumers can draw their stocks. Recently we have opened inland depots at Delhi, Jaipur, Ahmedabad. A depot is also being opened at Gauhati.* In addition to small consumers,

* It has since been opened.

major and medium newspapers can also draw from buffer in the event of any delay in arrival of shipments, strikes at ports, or other reasons. Newspapers can also draw from buffer stock if their entitlement is increased during the year by RNI for which no supplies had been planned earlier. We have requested RNI and the Industry to let us know additional locations where they would like the Corporation to keep buffer stock.

To cover unforeseen delays, STC has recommended to RNI that India should hold a buffer stock for two months' requirement instead of for one month as at present.

Wastage

The wastage rates to be allowed to newspapers is a matter to be decided by RNI. There is no doubt that due to defective system of handling at Indian ports and during transportation within the country the damage to newsprint is much more in India than it is abroad. In USA and Europe where mechanical handling devices are used, they work on a wastage rate of less than one per cent.

Long-term policy

It is suggested that India should have a long-term policy for import of newsprint say over a three to five years period. From present indications, India is likely to continue to be an importer of newsprint for years to come.

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Printing industry in India

(Findings of ORG Survey)

According to a survey conducted by the Operations Research Group of Baroda in 1977, the total number of printing presses in India were 43,422 employing 5,33,000 persons. The gross investment on these presses was Rs. 450 crores and the total turn-over Rs. 1,063 crores. (All the figures given here are of 1976).

2. The Report described "a newspaper press" as one in which at least one major newspaper or periodical is printed. This category of presses included practically all units specialising in printing of newspapers and periodicals. It does not, however, imply that these are the only units printing newspapers or periodicals. In all, 188 newspaper presses were identified; the major publications numbering over 310, are all printed in these presses.

3. Newspaper presses employed a staff of 23,000 which was 4.5 per cent of the total staff employed by all the presses. This worked out to 122 employees per press. Of this the technical staff numbered 71.

4. Of the 188 newspaper presses, 31 had letter press printing and hand composing facility, 158 mechanical composing, 70 hand printing processes other than letter press and 104 had plate and block making facilities.

5. *Hand Composing* : About 29 lakh type cases were estimated to be in use in India on hand composing. The average weight of a type case ranges from 20 Kg. for English to 33 Kg. for some regional languages. The total weight of metal in type cases with printing presses in India is estimated to be about 70,000 tonnes. The newspaper presses had an average of 103 type cases while the average for Government presses was 362.6 type cases.

6. Analysing according to the importance paid to the languages by the different categories of presses it is seen that newspaper presses had less English type cases (51) than the commercial or Government presses which had 62.

7. *Monotype Machines* : There were about 1,773 keyboards and 2,036 casters in India. Over 90 per cent of both keyboards and casters were British Machines. The gross investment in monotype was about Rs. 29 crores. Of this Rs. 13 crores was invested in mono keyboards and Rs. 16 crores in casters. Only 324 or 17 per cent monotype machines and 295 or 14 per cent casters were with the newspaper presses.

8. *Slug Casting Machines* : Over three-fourths of the total 2,152 slug casting machines were of British and U.S. origin—the investment was about Rs. 20 crores. Five hundred and forty two or 25 per cent of slug casting machines were with the newspaper presses.

9. *Type and Rule Casters* : There were about 163 type and Rule Casters in the country. Most of these were of British origin. The total investment on these was about Rs. 1.2 crores. Seventy five or 45 per cent of the total type and rule casters were with the newspaper presses.

10. *Mechanical Composing* : There were about 2,043 printing establishments in the country with one or the other type of mechanical composing facility. The total number of mechanical composing machines was 6,124. One hundred and twenty eight (128) newspaper presses had 1,235 mechanical composing machines.

11. *Plate making and process equipment* : A little over six per cent of printing presses in the country had their own plate or block making facility. Of the 188 newspaper presses, 104 or 55 per cent had their own plate or block making facilities.

12. *Process cameras* : There were about 2,262 process cameras in the printing establishments. Fifty five per cent of these were of Indian origin. Of these 94 or 4 per cent cameras were with newspaper establishments. The average came to 0.88 cameras per press.

13. *Enlargers* : Out of 1,178 enlargers in the country 59 or five per cent were with the newspaper presses. Two-third of the total enlargers were of Indian origin.

14. *Etching Machines* : Of the 630 etching machines in the country, 54 or 9 per cent were with the newspaper presses. Over 90 per cent of the total were of Indian origin.

15. *Printing Machinery* :

Manual treadles : Of the 28,000 manual treadles, two-thirds were manufactured locally. Only 76 manual treadles were with the newspaper presses.

16. *Platens* : Of the 58,556 platens in the country, 7,094 were automatic. Rs. 28 crores were invested on and fed and Rs. 18 crores on automatic platens. Fifty per cent of the total platens were of local make. One hundred and twenty two hand fed and 72 automatic platens were with the newspaper presses. The average per press came to 0.65 and 0.38 respectively.

17. *Cylinder machines* : Most of the 21,842 cylinder machines in India were imported. Of these 10,000 were hand fed and the rest were automatic. The investment on automatic cylinder machine was Rs. 60 crores and on handfed cylinders Rs.

crores. Two hundred and seventeen automatic and 158 hand fed cylinder machines were with the newspaper presses. The average per press came to 1.15 and 0.82 respectively.

18. *Web-fed Rotaries* : Of the 200 web-fed rotaries in India, fifty per cent were of British make. Total investment on web-fed letter press rotaries was Rs. 13 crores. One hundred and thirty eight of these were with the newspaper presses. The average per press came to 0.69.

19. *Sheet-Fed Offset* : There were 7,096 sheet-fed offset machines in India. Almost all of these were imported. The total investment on these machines was Rs. 107 crores. The split up was Rs. 88 crores on single colour, Rs. 14 crores on double colour and Rs. five crores on multi-colour sheet-fed off-set machines. Of the total 7,096 sheet-fed offsets, 119 were with the newspaper presses.

The average came to 1.7 per press.

20. *Web-fed Offset* : All the 50 web-fed offset machines in the country were imported. Rs. four crores was the total investment. Over one half of the Web Offset machines were with the newspaper presses.

21. *Folding Machines* : Of the 1,012 folding machines in India, about one-third were of Indian origin. The total investment on these machines was Rs. 2.54 crores. Eighty-seven of these were with the newspaper presses. The average came to 0.46 per newspaper press.

22. *Wire Stitching Machines* : Nearly two-thirds of the total of 12,450 wire stitching machines were of Indian origin. The investment on these machines was Rs. 3.63 crores. Of these, 154 were with the newspaper presses. The average came to 0.82 per press.

23. *Book-sewing Machines* : Nearly 65 per cent of the 394 Book-sewing machines in India were imported. The total investment on these machines was Rs. 1.11 crores. Thirty seven of these machines were with the newspaper presses. The average came to 0.2 per newspaper press.

24. *Paper Cutting Machines* : A little over 75 per cent of the 32,665 paper cutting machines in India were of Indian origin. Of 21,527 hand operated machines, 82 per cent were locally made. The total investment on these machines was Rs. 18.36 crores. 180 paper cutting machines were with the newspaper presses. The average came to 0.96 per press.

25. *Manpower* : The total number of persons employed in the printing industry was over 3.3 lakhs. Of these 4.4 lakhs were technical staff-persons directly involved in production. Newspaper presses employed 22,886 persons of whom 16,274 were technical hands.

26. *Composing Staff* : The newspaper presses employed the highest percentage of composing staff—about 44 per cent of the total strength.

27. *Printing Staff* : Of the total 1,93,967 of the printing staff, newspapers employed 5,914 persons of which 327 were trained. The average came to 76 persons per press which was the highest compared to the other two categories of presses (Government and Commercial).

28. *Value of paper ink and film* : On the whole 11 lakh tonnes of paper board and art paper costing about Rs. 600 crores was used in printing presses in 1976. Newspaper presses

consumed paper worth Rs. 8,208 lakh. The average per press came to Rs. 43.7 lakhs which was higher than that of Government and commercial presses for which it was Rs. 19.60 and Rs. 1.11 lakh respectively. Newspaper presses consumed ink worth Rs. 319 lakhs. The average per press was Rs. 1.7 lakh which was higher than that for other presses.

The gross investment per press was the lowest among commercial presses Rs. 37,000 in case of letter press hand composing and 4,30,000 in case of other presses. It was the highest in the Government presses about Rs. 28.5 lakh per press. For newspaper presses, it was Rs. 16.3 lakhs.

APPENDIX IX. 29

Indigenous manufacture of printing and composing machinery

A number of manufacturers in India are producing flat-bed and cylinder machines. There are four manufacturers of stop cylinder letter press machines, two in Maharashtra and one each in Delhi and Karnataka. Two manufacturers, one in Maharashtra and the other Hindustan Machine Tools in Karnataka, are producing automatic platen machines. H.M.T. is producing cylinder machines also.

A note received by the Commission from the Director General of Technical Development says that the quality of a majority of the cylinder and flat-bed machines made in India is poor. This is because manufacturers in the small scale sector are only copying old imported machines without paying attention to quality. Improvement in standards is, however, expected as some of the manufacturers have now taken up projects with foreign collaboration.

Letter press rotaries are not manufactured in the country.

The note further says that there are three units making smaller web-offset machines with an output of 15,000 copies an hour. An offset printing machine with a speed of about 25,000 copies an hour is likely to be marketed soon. Faster machines with a capacity upto 60,000 copies an hour are made abroad but are very costly. The c.i.f. cost of one such machine would be about Rs. 70 lakhs. Besides the technology for the manufacture of such high-speed offset machines is the monopoly of three or four firms in the United States and Europe.

A list of the major printing machinery manufacturers in India and their range of production is given at the end of this Appendix.

Manufacture of teleprinters

The Hindustan Teleprinters Limited, a public sector undertaking, is the sole manufacturer of teleprinters (of the electro-mechanical type) in the country. The teleprinters being manufactured by the undertaking are in the Roman and Devanagari scripts. Hindustan Teleprinters have also manufactured teleprinters suitable for the Arabic and Korean scripts or export. Recently they made prototypes of teleprinters in Tamil.

Hindustan Teleprinters plans to stop the manufacture of electro-mechanical teleprinters in about a couple of years and to change over to electronic teleprinters. An electronic teleprinter is expected to cost about Rs. 25,000. Apart from greater speed, a significant advantage with an electronic teleprinter is that it would be possible to adapt it to most Indian language scripts.

The Ministry of Communications has set up a Committee to finalise a key-board for the development of an electronic teleprinter for Indian languages. In response to the Commission's query, the Ministry has given the assurance that an effort will be made to evolve a key-board "that should, as far as possible, be capable of sending and receiving all the alphabets of Devanagari script and transcribe phonetic sounds of all Indian regional languages".

The Electronics Corporation of India Ltd., Hyderabad has developed an Analog Facsimile Transceiver, by which it is possible to obtain over telephone lines, a xerox-like reproduction of a document like a typed letter manuscript, sketches charts, maps or pictures. The price of the instrument is at present about Rs. 50,000. The maximum size of paper that can be used on the present equipment is 210 mm x 297 mm which is roughly one-fourth the size of a standard daily newspaper page.

Major printing machinery manufacturers in India

Manufacturers/Agents	Range of products
Hindustan Machine Tools Ltd., Kalamasari (Kerala)	Letterpress and offset sheet fed automatic machines
Printers House (Pvt.) Ltd., Ballabagarh	Web offset machines, Letterpress automatic cylinders (A 2 size), platen machines, Cutting machines
Inco European Machinery Co. (Pvt) Ltd., Bombay	Letterpress automatic cylinder machines (A2 size), Semi-automatic cutting machines, Wire Stitchers and case room accessories
Manubhai & Sons, Shahid Bhagat Singh Road, Bombay	Web offset machines (Polygraph, GDR Collaboration), Letterpress platen, auto fed
Metal Box Co. of India Ltd., Calcutta	Sheet fed offset machines
Pictorial Machinery Ltd. (Monotype Corporation), Bangalore	Process camera, arc lamp and plate making equipment for offset process.
G.C. Seal & Co., Calcutta	Plate making equipment for offset process.
Thangam Industries, Madurai (Tamilnadu)	Arc lamp and plate making equipment for offset process.
Swift (Pvt.) Ltd., Bombay	Small offset machines
Bandhu Linotype Ltd., New Delhi	Web offset machines (L & M collaboration)
Indo Europe Trading Co. (Pvt) Ltd., New Delhi	Paper folding machines
Quilon Gears, Quilon (Kerala)	Letterpress cylinder machines hand-fed.
Gavantri & Co., Ahmedabad	Case room accessories, Letterpress platens and cylinder machines, hand-fed, Ruling machines.
Gayatri Machinery, Madras	Platen printing machines, Letterpress cylinder machines hand fed, Cutting machine

A number of smaller units in Amritsar (Punjab) manufacture platen printing and paper cutting machines.

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Letter from Communications Ministry regarding Teleprinters in Indian languages

D.O. No. U. 22014/2/79-Fac
Government of India
Ministry of Communications
Sanchar Bhavan, 20 Ashoka
Road, New Delhi-110001
Dated 3rd October, 1981

Additional Secretary

Dear Shri Raghavan,

Please refer to your D.O. No. PC/Secy/46/81 dated the 5th August, 1981 addressed to Shri S.K. Ghose, regarding the development of a Devanagari Electronic Teleprinter by the Hindustan Teleprinters Limited.

2. This Ministry have already set up a Committee to finalise a key-board that should, as far as possible, be capable of sending and receiving all the alphabets of Devanagari script and transcribe phonetic sounds of all Indian Regional languages.

3. Your suggestions will, therefore, be put up before this Committee, which will be meeting shortly.

With regards,

Yours sincerely,
Sd/-
(K. Thomas Kora)

Shri G.N.S. Raghavan,
Secretary,
Press Commission of India,
6, Kotla Lane,
New Delhi-110002

APPENDIX IX. 31

Photo composition of southern languages

It is now three decades since photo-composition was first introduced. During this time, the new technology has been developed for the Roman script almost to the full capability that the science of electronics allows. While Arabic has received due attention from the manufacturers of equipment, and there has been frantic activity in the field of programming equipment for Chinese; Indian scripts have received scant attention.

Some manufacturers have programmed their machines for handling Devanagari and one or two other languages. But even for these Visual Display Units and hard copy printers have yet to be provided.

The primary reason for this sad state of affairs is the cautious assessment of the market by manufacturers. They do not consider the market sufficiently responsive to the investment of time and expense that are required for the development of software programmes for our languages. More important, manufacturers, who are all in Europe and North America, find our languages much too complicated, and therefore difficult to handle.

Further, they have been deterred by what appears to be the complexity of our scripts. Graphically, they may appear so, to a stranger. But, in fact, our scripts are probably the most phonetic and very logical in construction.

Unlike in the Roman script, there can be no two ways of spelling or mispronouncing in the Indian scripts. They are written as the languages are spoken, with the result the number of letters in the alphabets is much larger than the 26 in the Roman. There are basically 36 consonants and 16 vowels. These by themselves may not present any difficulty, as there are no upper and lower cases in our scripts.

However, the characters in the Indian scripts are conjuncts. The simplest of them is a combination of a consonant and a vowel. The most complicated could be a fusion of as many as five consonants and a vowel. Each consonant and vowel is represented by a sign, or by its diminutive. There are logical rules for the fusion, but as to every rule, there are exceptions.

An Indian child finds no difficulty in learning the alphabet and the rules of the combinations. Looked at graphically, however, the number of characters can frighten the stranger. This has been the deterrent for the foreign computer scientist. He would conclude that the keyboard will have to be unwieldy and the character set, voluminous. But he forgets that the micro-processor has a higher order of intelligence than of the Indian child about to learn to read and write. And the electronic brain can be "taught" the rules of composition of Indian writing.

The software specialist unfamiliar with Indian scripts, has been unable to get out of his graphic approach, which is relevant to his script. He has, therefore, been unable to adapt the chip and make it learn the fairly simple rules of Indian composition. Relying on his judgement, the manufacturers have made only feeble attempts to programme our languages.

If the introduction of the highly versatile, fast and economical cold composition were left to the manufacturers, it would be years before our languages could take advantage of modern technology. Meanwhile, the phasing out of hot metal composition would put us into great difficulties. Replacement of hot metal machines has already become difficult, and very expensive.

This is the situation that prompted RIND to become active in this field. It was felt that unless it intervened, composition in Indian languages would continue to make do with outdated technology. It was also felt that however competent and experienced foreign manufacturers and their technical staff may be, they would not be able to develop systems that would give Indian scripts the same facility, versatility and efficiency that Roman scripts enjoyed. Our own scientists, with their familiarity of scripts and the logic of their composition, would be able to develop programmes that could give them the full capability. Besides, they would be able to look into the possibility of transliteration.

As the first step, RIND organised a familiarisation course in photocomposition in May 1979. Quickly following this the Institute organised, in collaboration with the National Centre for Software Development and Computing Techniques, a seminar in July of that year, to which computer scientists and languages experts were invited. The Seminar concluded that much work had already been done on computerised text composition in Indian languages, and that appropriate talent and experience were available within the country to enable the development of design information for the various scripts.

It was decided to take up work on Devanagari. Design information for the script was successfully developed, which

was published in November, 1980. Copies were reprinted by RIND, and were widely circulated.

North Indian scripts have practically the same logic, and they are similar in appearance as well. NCSDC's Design information for Devanagari can be applied almost directly to the entire Sanskrit group. But the South Indian group of scripts vary greatly, in the logic as well as rules of composition, from the Northern group. They also differ from each other sufficiently to merit individual attention.

Among the four South Indian scripts, Tamil is unique in that it has a small alphabet and is linear in composition. It also does not have conjunct characters. These features allow it to be more adaptable to mechanisation. Cold type-setters have already been programmed for Tamil with a fair amount of success. RIND therefore has not applied itself, for the time being, to the development of design information for Tamil.

No effort whatever has been made towards development of programmes for the other three South Indian languages. RIND took up the task of organising groups to take up this responsibility. It was successful in getting the agreement and cooperation of the Electronics Research and Development Centre, Trivandrum, for Malayalam; the Electronic Technology Company, Bangalore, for Kannada; and the Computer Maintenance Corporation, Hyderabad, for Telugu. RIND provided the consumer input and the coordination. While the three scientific groups worked on the three languages separately, their work was coordinated through discussions and meetings. Such coordination has resulted in the adoption of a common basis.

One of the tasks set before the groups was to look into the possibility of providing transliteration facility. In other words, input for Devanagari by an operator in Delhi should be able to generate output, say, in Malayalam on a machine programmed for that language. RIND takes pride and pleasure in announcing that the scientific groups which have worked on the three South Indian languages have developed a scheme which achieves a hundred per cent transliteration capability. In a country with several languages and scripts this success opens up immense possibilities.

In order that the design information is rendered fully practicable, conforms to script purity, and becomes acceptable to consumers, the three groups were assisted by language organisations and experts. The State Language Institute was associated at every stage of development with the Malayalam group. Professor Vonkatasubbiah, former President of the Kannada Sahitya Parishat and Editor of the Kannada Dictionary, helped the Kannada group. Mr. Ramakrishna Rao a language expert and Director of the Andhra Government press, was associated with the Telugu group.

It is not possible, nor necessary, to describe here the basic features of the Design Information for the composition in the three languages. It may be emphasised, however, that the layout of the keyboard has been worked out on the basis of frequency tests, and has been accommodated in the universal keyboard. The programmes do not require the expansion of the memory or the storage capacity available in the equipment presently in the market. They do not demand changes in the hardware.

All this has been possible simply because the Indian computer scientist has known for some time that the micro-processor can be taught to handle our languages in the same way that the Indian child is taught to write. He had also concluded that our languages being phonetic, the approach to programming a typesetter should be phonetic. Because of his intimate knowledge of his own language, he was able to split the script into its phonetic atoms to be assembled as characters, following simple, logical rules.

The Design Information for the three South Indian languages which had so far remained completely neglected is relevant not only to photocomposition, but to information exchange in general, as well.

RIND, as well as the groups working on the three languages, were conscious of the need for providing full editing facilities for text composition. They have looked into and worked out practical ways of providing VDU and matrix printer facilities.

It is believed that the Design Information and the offers of developing software for VDUs and printers, have obviated the need for manufacturers to devote the time and expense necessary for these tasks. All that is now required of them is to use the basic information provided for programming their typesetters. They can, if they wish, call upon the three groups to develop the software and to interface the front ends with their hardware.

Appendix IX.32

Production facilities for newspapers : status and outlook

—by P. K. Roy

The scale of operations of a small newspaper, that is, those selling below 5000 copies a day, is such that most of them would find it cheaper to have their paper produced from small printing presses owned by them or under contract with some other press. Type-setting in such case is done by hand compositors and printing on a hand-fed cylinder press.

The small newspapers have small ability to invest money in appropriate technical facilities. Also the prospect of their revenue is limited. They would obviously look for equipments which are not expensive. They can make do with second-hand machinery available in the country.

Automatic cylinder presses are expensive. They cost about Rs. 5 lakhs. Even the cheapest hand-fed press of double demy size of Indian make costs Rs. one lakh. Those newspapers which sell 10,000 or more and have prospects both of growth in sales and increasing advertising revenue can think in terms of modern equipment, which in turn will help them grow.

But as circulation goes up, the cost of the equipment capable of handling the job goes up rapidly. The morning daily newspaper has another problem : it must complete the printing of the job between 3 to 5 hours. So an automatic cylinder press which will deliver between three thousand to five thousand copies an hour becomes inevitable.

Medium Newspapers

The alternative is to use a flat bed rotary press. But the manufacture of this machine has now been discontinued although there are some still in use in India. The advantage of a flat bed rotary press was that it could print an 8-page broad sheet newspaper in one go. It delivers it folded at a speed of 5000 copies an hour.

Newspapers with circulation ranging from 10,000 to 50,000 are therefore in a real difficulty. Until some time ago, letter-press stereo-rotary presses met the needs of such newspapers. They were expensive, but now most manufacturers have discontinued manufacturing these machines following the world trend towards offset printing.

Ideally suited to such newspapers was an 8 page letter press rotary, printing 30,000 copies an hour which was marketed by East German manufacturers some years ago. It costs around Rs. 10 lakhs. The import duty was then 10 %. East Germans have suspended altogether the manufacture of letter-press rotaries now. The only country that offers letter-press rotaries for small newspapers is the Soviet Union. The cost is manageable. But the machines are not the best in design.

Imported machines bring in their wake another burden for the newspapers. The import duty which was 10 % some years ago raised to 40 % in 1975. It moved up to 50 % two years ago and now is back at 25 % with an additional excise duty of 8 %. So the overall cost remains high.

The medium newspapers have thus to take a fresh look around to find suitable equipment at reasonable prices.

Offset Printing

A word here about the trend towards change-over to offset printing all over the world will be appropriate. This is a printing process nearly 200 years old, having been introduced by Alois Senefelder in 1798. The process was soon adopted by commercial printers for printing of pictures, books and magazines. It was not found suitable for newspaper work. The time taken for making plates for the machine was too long and the printing speed offered in offset was too low.

Like other processes, offset process also has gone through great technological advances. Today plate-making time has been considerably reduced. In fact, automatic plate makers now marketed by two or three manufacturers in Europe and the U.S., make a plate in a minute. Matching this, printing speeds of offset rotaries have also improved.

It is a fairly recent event and came on the heels of the rapid and dramatic development in photo-composing. Photo-composing was not compatible with letter-press printing. So research and development turned towards improvement in the speed of offset presses. Now offset presses are available for printing 70,000 copies of newspapers an hour.

Photo-composing

Again here it will not be inappropriate to discuss the development of photo-composing. The first photo-composing machine was commercially marketed only 25 years ago. For the next fifteen years refinement in operation took place. But nothing startling happened.

In the last ten years, technology has made such rapid strides that today's photo-composing machines do no longer seem to be the kins of those made 25 years ago. On the one hand, more and more sophistication is being introduced in these machines by manufacturers. On the other, it has simplified the technology to an extent that today there are 100 manufacturers of photo-composing in the world.

These offer versatility of an order unimaginable a few years ago. They have great flexibility. Because of simplified technology, the cost of these machines has also come down sharply. The direct-entry photo-setters can be had for less than \$ 10,000. A sophisticated one will cost \$50,000.

No press of course will be able to do with one photosetter. Depending on its volume of work, one may need 3 to 5 direct-entry photo-setters for an 8-page paper. Bigger newspapers are buying systems which give them facilities for storage, correction and editing. Advantages of photo-composing are many.

The system is quiet in operation and cleaner. The keyboard operation is fast, the error rate by operators lower. Complicated working can be done more rapidly and correctly. The production of the machine can be used direct for plate-making for offset presses. No melting and storage of metals is necessary. Lastly the cost of replacing hot metal machines is more than the cost of photo-setting equipment.

As stated earlier, photo-composing machines are ideally suited for offset presses. Hence the spurt in the development of offset printing machines.

Offset Rotary Presses

Medium newspapers can do with offset rotary presses made in India. There are two manufacturers making presses with speeds between 15,000 and 18,000 copies an hour. Faster machines with speeds around 25,000 have crossed the development stage and are likely to be marketed soon.

The price of the earlier model with a folder producing a 4-page broad sheet delivered, cut and folded is of the order of Rs. 4 lakhs. Any publisher producing an eight-page paper with 25,000 copies print order can print a four-page section earlier in the evening and later produce another 4-page section, to be assembled into an 8-page paper. Camera equipment and other ancillaries to make the plates would cost around Rs. 1 lakh.

Depending on his needs the publisher can install three or four direct-entry photo-setting machines for a cost of around Rs. 3.25 lakhs (excluding the import duty on paper of Rs. 1 lakh).

Hot Metal Machines

Until now a publisher for the sake of clean and fast work could have gone for composing machines, linotype, intertype, monotype. But ever since the introduction of photo-composing machines and their phenomenal development and acceptance by publishers, the production of hot metal machines is coming down. And as production comes down, the price goes on. The cost of one hot metal machine capable of composing not more than 2-page broad sheet newspaper is over Rs. 4.5 lakhs today, excluding the duty. Maintenance of the hot metal has become very expensive because the cost of spare parts is mounting.

Two of the world's largest hot metal composing machine manufacturers, M/s. Intertype and Mergenthaler Lino-type suspended manufacturing these machines in their USA plants some three years ago. The U.K. plants of both these types manufacture a few machines every year for their old customers. Since the volume of production is low, the cost escalation has become inevitable. Both these companies are marketing highly

sophisticated photo-composing machines towards the development and sale of which all their energies are diverted.

The case is not very different with Monotype company, although they assert that hot metal is still a popular technology and they will continue to supply customers of their requirements. The maintenance cost of Monotype machines is even higher than lino-composing machines. Small and medium newspapers, however, can consider doing without sophistication of photo-setters and take to hand-composing.

Hand Composing

In the climate of accelerating technology this may be somewhat retrograde. But it is undoubtedly a practical and economic proposition. Hand-composing could not be used in conjunction with stereo-letter press rotaries as the types get damaged in the making process and require to be replaced too often at great expense. Even after the first impression a few types get broken, printing would be coarse, and the impression inelegant.

Offset composing involves mat-making. The types in a page need not go under a heavy pressure of a roller or a hydraulic press. Here one is to take a proof from the composed page in a proofing press or in a production press, causing little or no damage to the types. This proof has thereafter to be photographed for plate making. Types remain good, sharp and unbroken for over 5 years and do not need replacement.

Besides drastic reduction in investment, it yields another indirect social benefit. In a country like India, hand-composing will provide much larger employment than that mechanical equipment will do. For an 8-page paper (depending on its advertisement contents) one will need 8 operators on photo-setters plus perhaps five paste-up men if the publisher were to use photo-setters, whereas he would need fifty hand compositors to get the same job done.

Calculations will indicate that hand composing, in spite of the large complement of men, will cost a little less. But the quality of production will certainly not be of the same order as photo-composing would give.

Unfortunately, the economy of our operation is not in our hands. The cost of imported materials goes up all of a sudden as in the case of films used for plate making. The cost of films has gone up two and a half times. Consequently, offset operation has become expensive. But it is possible, by sacrificing a little of quality, to eliminate the use of film altogether. Actually, a Madras publisher has been doing this with success. Instead of taking a proof on paper, the proof is taken on transparent paper. This transparent paper looks like a film positive and from it a deep etch offset plate can be made.

Introduction of wipe-on chemicals has further simplified the job, helped in stabilising standards and reduced the time for preparation of plates.

Even with the use of transparent paper proof, camera work cannot be fully eliminated. Some advertisement material and pictures have to be processed through the camera for film positives from them and then coupled with transparent paper hand copy.

Web Offset Presses

Whereas the processing work is not variable with the print order, the web offset presses with slow speeds will not be able to handle large print orders. One method can be to duplicate

or triplicate the printing equipment, that is, increase the number of printing machines and instead of one production point, have production from more than one point. On camera it would mean making duplicate or triplicate or more sets of plates for the number of installations. This will also increase the work load in the processing department. It also involves more men and more working space.

So one looks for faster presses. Three makes of such machines are being installed in India. They are the East German Rondoset Petit with a 40,000 speed, the French Gazette with a 30,000 speed and the American (made in the U.K.) Goss Urbanite with a 50,000 speed. For an eight-page press, the prices are :

Gazette	Rs. 22 lakhs
Rondoset	Rs. 30 lakhs
Urbanite	Rs. 45 lakhs
Metro	Rs. 96 lakhs (70,000 speed)

All these presses are equipped with auto-pasters. This changes paper rolls at running speeds, without stopping the press. It is a great time-saver.

Compared to this, the price of a 25,000 speed Indian press is likely to be Rs. 12 lakhs.

The big papers have a much bigger problem. Investment has to be colossal to change all their stereo-letter press, rotaries and take to offset presses. So they will continue as they are in many large-circulation newspapers in the world. But here again, supply of spare parts will be uncertain, and expensive as in the case of lino-composing machines. Willy-nilly the major Indian newspapers have also to take to photo-composing and web-offset eventually even as they are able to provide the investment.

The Hindu, in several of its satellite plants, more to suit its facsimile copy system, has taken to web-offset. *The Indian Express* has set up a high speed web-offset (the French Tribune) press at Bombay. *The Hindu* is using photosetting in Madras.

Re-training of Staff

Besides massive investment, a technological changeover brings in other problems like re-training of staff and surplus staff. So some large newspapers are adopting an intermediate system—a transitional process. They use photopolymer plates in place of metal stereo plates. Those plates can be made from film negatives of the pages and then put on the letter-press rotary presses to be printed in conventional manner. The publisher now invests in photo-composing but does not change his printing machines.

But these polymer plates are costly—some Rs. 80/- or so per plate. Hence another variation is being attempted. From the film negative a photopolymer plate with a hard metal base is made. This is called the pattern plate. From this plate, metal stereotypes are cast. This method is particularly suitable for those who duplicate or multiply their production and as a result need more than one plate of a page. Regardless of the number of plates to be eventually made the cost involved is for one pattern plate only for a page.

Sooner than later India will be obliged to take to the modern systems. Not because the present systems are obsolete or useless, but simply because we are not the manufacturers of the

machines. We are obliged to follow the trends in the market and the availability of machines. We have no influence on which direction technology should turn to fulfil our need efficiently.

Medium Newspaper Costs

Let us examine some of the costs for a medium press : the main costs are :

- A. Capital
- B. Materials cost
- C. Labour cost

For an eight-page paper (to be printed in one go)

A. Indian web-offset press . . .	Rs. 6.60 lakhs
Processing equipment . . .	Rs. 1.00 ..
Photo composing (optional) . . .	Rs. 5.00 ..

B1. If hand composed :	
Cost of types . . .	Rs. 0.30 lakhs

B2. (If photo composed) :	
Photo paper . . .	Rs. 2 per foot
Films for plates . . .	Rs. 60 per film
Plate making cost . . .	Rs. 5 per plate
Chemical cost . . .	Rs. 5 per plate
Ink . . .	1 Kg. for 15,000 pages

C. Labour cost	Photo composing	Hand composing
Operators . . .	8	
Paste-up men . . .	5	
Foremen . . .	3	
Compositors including Foremen . . .		55
	Platemaking	
Process men . . .	5	
	Printing	
Printing men . . .	7	

APPENDIX IX.33

Status of Printing Technology

—by C. G. K. Reddy

Newspaper technology has been progressing and changing so fast, that modern newspaper plants are unrecognisable from what they looked like a few years ago. Although it is in the field of composition that there has been revolutionary changes, consequential changes have also been wrought in related processes and procedures.

Electronics has invaded the text composition process in a big way. The changes have not been confined to speed, efficiency and versatility. The entire environment in the composition room has radically changed. There is no longer the dirt, noise, and the high health hazard—lead fumes. Compositors now work in air-conditioned comfort in a silent, clean atmosphere.

We, in India cannot escape the revolution, even if we want to. The decisions for us have been, and are being made elsewhere. Manufacturers have stopped manufacturing hot metal composing machines, as the market for this equipment has almost disappeared. Such equipment is generally unavailable.

Some manufacturers do make them on order, but the lead time is inordinately long, and the cost is prohibitive. As will be shown elsewhere, the relative capital cost of comparable electronic composition machines is now less than half the cost of comparable conventional metal casters. And they are much faster, versatile and efficient.

A consequential change in the production process is in the printing technology. The output from photo-composition equipment is two-dimensional. The letter press therefore is unsuitable to print from photo-composition output. Output from phototypesetters has to be modified and provided in acceptable form for the letter press. This is inconvenient, expensive and timeconsuming. The natural partner to photo composed output is the offset process.

Although the principle of offset has been recognised and used for nearly two centuries, it was not universally adopted, because technology developed in the letter press field. Until recently, the offset process was considered to be expensive and required skill of a high order. But with the advent of photo-composition, several improvements and advances have been made in the technology. Offset machines are now faster, easier to handle, and what is more important, the process have become competitive. Until very recently, offset presses were relatively more expensive. Now, the position has been reversed. Capital costs of offset are considerably cheaper than letter press. Besides, letter presses are fast becoming unavailable, as the technology becomes obsolete.

It is in the context of these changes, and technological developments, that projections have to be made and decisions arrived at in regard to the most suitable, economical and relevant technology for the Press in India.

Relevance and Applicability

Questions that arise and need answers to, are: firstly, whether it is advisable for us to fall in line with the technological trends elsewhere in the world, and whether we cannot develop and adapt a technology which is socially, economically and politically more suitable to conditions in the country. This is a valid question and should be considered in all its aspects. Developing and adapting a new technology would require the investment of capital that doesn't seem to be available. It would also require the application of expertise that may perhaps be more usefully employed elsewhere. If we should continue with the old technology, adequate manufacturing capacity has to be created—not a single hot metal caster or letter press rotary has so far been manufactured.

It is possible to go into collaboration with a manufacturer abroad for the manufacture of hot metal casters and letter press rotaries. They would be more than happy to enter into such an arrangement whereby they could palm off obsolete technology and the jigs and fixtures that they would have to scrap. This would be a most inadvisable step. It would also mean that we would continue with processes that are tending to become more and more expensive, while the electronic equipment is rapidly coming down in price.

The social issue that concerns employment is a very important aspect which has to be given serious consideration. While conceding that modern electronic composing equipment is more productive the fear that a considerable proportion of the labour force would become redundant with the introduction of this technology, is not based on concrete facts.

The typesetter is exceedingly fast. It can output upto several thousand newspaper lines per minute. But all this can be generated by input which cannot be appreciably faster than the rate of input now. To be specific, the input for a typesetter is through a keyboard which is similar to that of a typewriter, and cannot be operated at a speed much higher than that of a typewriter. The number of people required to input the material to be composed would not be much less than those employed presently on hot metal casting machines. Similarly, for proof reading, make-up etc., the labour strength cannot be reduced very much. It must be said however that rationalisation is possible, but its fruits could be used for greater production. Likewise, the higher production capacity of the typesetters could be usefully utilised.

There is also the tremendous advantage in that on the new equipment, waste can be eliminated and what is very important for a newspaper, editorial decision can be made at the last moment, and late news can be accommodated almost to the last minute of going to press. In so far as small newspapers are concerned, there are tremendous advantages in space, capital investment, better management etc. which will all be discussed in detail later.

By far the greatest advantage in adopting the new technology is that those involved in production will be freed from the health hazards caused by dirt, noise and poisonous lead fumes. They can work in great comfort freed from mental and physical strain, a boon that should be sought after.

The inescapable conclusion is that in the interest of everyone concerned the new technology is relevant, necessary, and should be adopted.

Problems of Adopting and Introduction

The problems that arise in adopting the new technology and the solutions to them are principally concerned with capital and running costs, retraining of the staff and amending procedures and practices.

As indicated earlier, the capital cost of electronic composing equipment is substantially lower than that of hot metal machines. A most sophisticated system that can handle the biggest newspaper in the country would cost around Rs. 60 lakhs. The same newspaper could require a minimum of 24 line casters. If these can be got—they are simply not available—they would cost not less than 8 lakhs each, or about 200 lakhs in all. A battery of 24 line casters is not capable of the speed, efficiency and versatility of an electronic system.

While there is no doubt over the advantage in the capital cost of new equipment, most newspapers have batteries of line casters, which, despite their age, are giving them good service. It is rashly thought that they can continue to give such service indefinitely. This estimate is based on past experience when parts were easily available. But the situation has changed radically. Manufacturers have been progressively unable unwilling to supply parts. Some of these are now being made by suppliers in India. However, critical parts are unavailable. Matrices, for instance, are no longer manufactured by the original makers, and there are no satisfactory indigenous replacements for these.

Apart from availability and making do with non-standard parts, replacements are becoming very expensive. Together with increased maintenance of aged machinery and equipment the cost of keeping old equipment serviceable has now become

prohibitive. Very soon it may become impossible even at the prohibitive cost.

There is therefore no alternative to replacement. The quicker the replacement, the more economical in the long-term.

In the circumstances, and in the present context, there is no alternative to the replacement of hot metal by electronic composition. Capital will have to be found. Those who have gone in for the new technology—not all of them are the most prosperous—have not found the raising of the necessary capital too difficult.

The next problem that has to be solved is the retraining of existing staff, so that they can handle the new equipment satisfactorily. Here again, there are misconceptions. Most tend to be overawed by electronics. In fact, electronic equipment is generally simpler to operate, whether it is a radio, TV, calculator, or a phototypesetter. There are many things that the equipment itself does, which has to be done by the operator with conventional equipment. Operation has now been reduced to pressing of buttons.

But the operator must know which button to press, and when. He must also familiarise himself with the capacity and capability of the equipment, so that he may get the best out of it. All this requires relatively simple training, and minimal adaptation. The experience of those newspaper establishments which have introduced the new technology confirms that linotype and mono operators have not found it difficult to adapt themselves to the new equipment. In such cases, familiarisation has been imparted in about a fortnight's time.

Proof readers, make-up men and others involved in preparing pages have also experienced very little difficulty in learning to handle the output from electronic typesetters. Simply put, they must learn to handle paper instead of lead type. They find that handling the new material is simpler and more comfortable. They no longer have to put up with heavy, dirty lead type.

Decision on Related Processes

It is in the related printing process that decisionmaking presents choices and problems. Letter presses which have so far been employed in the production of newspapers cannot use the output from phototypesetters. The natural partner to the two dimensional output is offset. Since many newspapers have letterpresses that are in reasonably good shape, managements may rightly decide that investment in new offset presses would be heavy and not essential. If this is the decision arrived at, the output will have to be converted into an acceptable form for the letterpresses. The composed matter in paper or film form will have to be photographically transferred to relief plates that can be used in letterpresses. This is an intermediate process which means expense in time and money. But it is a procedure that can be wisely adopted, if in the balance, it is found that it is economically desirable to continue with the letterpress.

While making this decision it must be always kept in mind that ultimately, offset is inevitable. This recognition means that acquisition of an offset press must be decided upon when replacement of the letterpress is in the offing. In other words, if it is imminent—within say, two years, it would be more economical as well as convenient to go in for offset now. Further, even before a decision to go in for photocomposition, if replacement of printing equipment becomes necessary,

would be wiser to go in for an offset press. Indeed, this is precisely the kind of decision that many enlightened newspapers have already made (For instance, Mathrubhumi, Malayala Manorama).

There are misconceptions in regard to the capital cost and recurring expenditure on offset. Reality proves that letterpresses have become difficult to acquire and their costs are relatively higher than offset. Considerable research and development have gone into offset resulting in greater speeds, simpler operation, and the elimination of that bugbear, waste.

The current state of technology, availability and economics all favour a decision to go offset. It would be unwise for newspaper establishments to persist with the outdated letterpress technology.

Before detailed discussion is attempted, some general observations are valid for the entire press.

Technology is changing fast at a speed that was not anticipated even five years ago. This also is the age of planned obsolescence. A bewildering variety of equipment is on the market. Any choice of technology for any category of newspapers is therefore beset with risks. However, a simple warning: It would be as unwise to opt for the lowest level of technology because it is somewhat cheaper, as it would be to go in for the highest level available merely for the prestige of owning the most sophisticated equipment.

It is essential to make an assessment of the production needs of a newspaper at the very beginning of the exercise. These needs should be worked out in detail, in terms of volume, speed and peak loads. These should be projected for the next five years. Only then should an attempt be made to match the most suitable equipment to one's individual needs. Where prices are involved, trade off is a wise and necessary practice. Trading off, for instance, a doubtful item of sophistication for reduction in price would be a sound decision.

Appropriate Levels of Technology for Different Categories

The levels and types of technology that should be adopted by the three broad categories of newspapers—big, medium and small—need examination before the kind of technology appropriate to each, and the manner in which it should be introduced is decided upon.

Big Newspapers

The problems attendant on the change over to the new technology are perhaps most acute for the big newspapers. The problems are not only relatively big, but more complicated because of the variety of equipment that is available.

In financial terms, the capital involved for the change over may appear formidable. Prices have gone up so steeply, managements are unable to contend with them. They are inhibited by the memory of the costs of replacement or additions that they may have effected some years ago. Costs were substantially lower even five years ago. But managements who tend to be frightened by capital costs, ignore the increase in their turn over, and the level of their budgets. Revenues which were in the region of crores, are now in tens of crores. In relative terms, the costs of additions and replacements are no higher than they were in the past. It is with this recognition that managements of the big newspapers must approach the problem.

Rough estimates for the acquisition of a photo-composition system and conversion from letterpress to offset would be :

Photo-composition system (assumed page level of over 12 pages	Rs. 60 lakhs
Offset machines (circulation of over 2 lakhs)	Rs. 60—100 lakhs
Camera and plate making	Rs. 10 lakhs
TOTAL	Rs. 130—170 lakhs

The estimated cost of 130 to 170 lakhs is for the complete change over of photocomposition and offset.

It would be unwise to balk at an investment of about 60 lakhs for a new composing system. As a system it would be considerably cheaper than a new battery of hot metal machines. Those who would rather go on with their present hot metal equipment must consider the difficulty in getting spare parts, and the very high cost of maintenance. In the long term, investment on an electronic system is considerably cheaper. Besides, the speed, versatility and economy that the new technology provides are all great advantages.

In regard to conversion to offset, alternatives should be considered before going in for an offset press. If the letterpress presently in operation is fairly new and giving good trouble-free service, managements can opt for the intermediate process. This is the conversion of the output from phototypesetters to relief plates that are suitable to the letterpress. There are several choices available, each of which should be assessed against individual needs. Costwise, they are all about the same. One other alternative available is conversion of the letter press to offset. If the condition of the letter press is good, and may be expected to give several more years of service, the press could be converted to the offset process, at about half the cost of a new offset press.

The choices available have to be very closely and carefully examined, before a final decision is made.

Medium Sized Newspapers

The choice for medium newspapers is comparatively simpler to exercise. This is specially valid for those that are growing. Many a medium newspapers have been increasing their circulations and growing in size. Consequently they have had to add to their composing and printing facilities, or replace them. Many of them have already gone offset. Some have introduced photocomposition partly, and found it useful.

The cost of replacement of composing or printing equipment is relatively inexpensive and simpler. A simple system consisting of two phototypesetters and four keyboars would cost no more than about eight lakhs. Offset machines with an average effective speed of 12,000 copies an hour capable of handling newspapers of upto eight pages are available within the country at 8 lakhs each. These are adequate for circulations of upto 60,000. As the circulation increases, additional machines can be added to cater to increased circulations.

Costwise, introduction of the new technology would be within the capacity of medium newspapers. Since the systems are simpler, retraining and management of the staff would be uncomplicated. Recognising this, most medium newspapers are moving towards this development.

Language newspapers have until recently suffered from a disadvantage. Photocomposition equipment was not programmed for all the Indian scripts. Such as had been programmed

for some languages did not have the same capability as those for English. RIND launched a project in collaboration with competent computer organisations to develop programmes for languages that had not been catered to, and to design a system for Indian languages which would give to the typesetters the same efficiency, versatility and economy in operation as they offer to the Roman Script. The information on the projects has been offered free to manufacturers. It is expected that language newspapers need no longer make do with equipment and systems that are in any way inferior to those offered to the English Press.

The new technology in composition is a real boon to the Urdu press. Hitherto, composition has to be done by hand, by *Katibs*. This was not merely a needlessly time consuming process, but was dependent on a fast-windling, but a demanding tribe of calligraphists. Phototypesetters have been successfully programmed to output in Urdu, preserving the purity of the script.

Small Newspapers

The founding of small newspapers, and more importantly, nurturing them is a difficult and complicated exercise that requires deep examination. Elsewhere in this report, all the problems involved have been discussed, and a comprehensive plan to encourage the establishment of small newspapers and to sustain their growth has been delineated. For the present, discussion will be confined to the technology and equipment for this class of newspapers.

First of all, the misconception that computerised composition and the offset process are much too sophisticated for small newspapers should be removed. The new technology and processes can be tailored to the needs of newspapers of any size. The cost of equipment and operation can also be chosen to be within their capacity. Most certainly, they are comparatively cheaper than the conventional equipment. Experience shows that electronic composition is superior and quite easily manageable.

Small newspapers in the country have been, by and large, ephemeral. Innumerable ones have been started, and have died within a short time. Started because of a personal whim, a local or temporary political need, and lacking any kind of planning and management, their fates were predetermined. When they are discussed here, new small newspapers are the subjects. They do not therefore suffer from any of the constraints that those which are already functioning suffer from. In choosing the technology and equipment, we are not influenced by the equipment they already have, or by the level of the skills that the staff possess. We can start on a clean slate.

There are three kinds of composing available—hand composition, mechanical hot metal composition, and photo composition. First of all, the relative capital costs are set down to show which is the most economical method before we can go on to discuss their appropriateness. The assumption is for a 4 page standard size newspaper.

Composing

By hand

Text type 800 kg. at Rs. 55 per kg.	44000
Heading type 150 kg. at Rs. 52 per kg.	7800
Quads, Spaces etc. 250 kg. at Rs. 30 per kg.	7500

Type cases, stands, Galleys and Galley Stands	8000
Galley and Forme Proof Presses	2000
Chases, furniture, cutters, mitrers etc.	7000
Imposing Stones (4)	6000
Miscellaneous	5000
TOTAL	87300

Machine Composing

Two casters (Mono or other)	18,00,000
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Photo Composition

Two Direct entry machines	3,00,000
Camera and plate making equipment	1,50,000
TOTAL	4,50,000

It will be seen from above that hot metal casting machines are prohibitive in price, and may be straight away ignored as a possible choice. Between hand composing and photo composition, the latter costs much more. But when we consider the number of people, and the space required for each of the two methods, photo composition has tremendous advantages. At least ten compositors are required to hand-compose four pages of newspaper size, while only two are required to operate phototype setters. (One phototypesetter and one operator is enough, but as for all such equipment, a standby is necessary). The space required for phototypesetters is minimal, while the composing room for hand-composition has to be very large.

The quality of output from a phototypesetter is infinitely better than hand composed matter. This, as well as the speed, cannot be quantified for comparison, but the advantages can be clearly seen. There is also the great advantage of manageability. Many community newspaper in the United States and other countries are what are called mom-pop operations. The news gathering, editing, composing and printing are all handled by a husband and wife team, because the equipment and processes can be handled efficiently by a very small number of people with very little experience and minimal skills.

Printing equipment

Letter press and offset are the two choices. For hand-composed output, only the letter press is suitable. Photo-composed output can be conveniently handled by offset Presses. The costs are :

Cylinder hand fed machines (Two would be required for circulation over 5000)	Rs. 2,00,000
Offset, Double Demy Sheet fed	Rs. 8,00,000

Offset machines as at present available are very expensive. But small offset machines are available, but these are of smaller sizes. However, if the size of the newspaper is reduced to demy folio (tabloid), then suitable offset machines at about Rs. 1 lakh each are available.

The total capital equipment for the two different processes are :

Handcomposition and letterpress Rs. 2,87,000 say Rs.	3 lakhs
Photocomposition and Standard offset	Rs. 12.5 lakhs
Photo-composition and Small Offset	Rs. 6.5 lakhs

We may assume that instead of the presently available Double Demy size offset machine, a small offset machine at a lesser speed will become available as soon as the need is there. Such a machine will, while costing less, will also be more suitable to a small newspaper. Based on this assumption, the capital costs for hand composition-letter press and photocomposition-offset,

are 3 and 6.5 lakhs respectively. Considering the advantages of speed, efficiency, space required, manageability and the quality of output, the higher capital cost is worthwhile. Besides, small newspapers will have to depend on the use of the excess capacity available to be able to sustain themselves. The extra capacity from the photocomposition-offset combination will be more easily saleable, and much more profitable.

In conclusion, photocomposition and the offset press is not only suitable, but would be more economical in the long run even for small newspapers.

Government Policy and Regulations

The conclusion that the new technologies of photocomposition and offset are not only relevant and desirable, but the only ones that may hereafter be available will remain the oretical, unless Government policy and regulations are such as to permit their introduction.

Until 3 years ago, the import of photocomposition equipment and high speed offset machines was restricted to such an extent that no newspaper could contemplate a change over. While all over the world the new technology was widely applied, India remained decades behind. These three years have seen a change over to the new processes in many newspaper presses. Since managements have to plan investments and arrange for necessary finance, the introduction of the more efficient and suitable technology is not yet widespread. Unless a liberal import policy for the equipment is continued, the desirable change over in many establishments would not be possible. Until the country itself manufactures the equipment, imports should be permitted. (Much of the peripherals, such as keyboards and front end systems which would be half the cost of a photocomposition system can be manufactured within the country. Web offset machines are already being manufactured. High speed offset equipment suitable for the high circulation newspapers is likely to be available within the next few years.)

The other constraint for the adoption of the new technology is the irrational and high duties that are levied. Until a few years ago, the duty on printing machinery was only 10%. This was raised to 55% and brought down to 30%, which is the current level. This is a very high rate and pushes up the cost of equipment that will have to be imported, to a very high level. The import duty on raw material is unconscionably high. One of the highest rates of duty is levied on film, and other such needs of newspapers. This level of duty—140% is unjustified and unexplainable. In a largely photographic process phototypesetting, offset—a high proportion of the raw material used is photographic in nature. An unconscionably high level of duty on the import of the basic raw material imposes a burden that is beyond the capacity of the Press.

A Project for the Rural Press

In the conditions prevailing in developing countries, India included, small newspapers and the rural press should have the same connotation. Small newspapers, unless they cater to special needs or distinct communities, cannot survive the competition from the urban press which is strongly entrenched. Besides, small newspapers cannot have any special appeal or even a role, to justify their existence in urban areas. When we refer to the rural press we mean small newspapers with small circulation, serving small communities and catering to their special needs and interests that cannot be met by the urban Press.

Many international organisations including the UNESCO have been rightly exercised over the absence of a vigorous and economically viable rural Press in countries such as Kenya and Indonesia. It would seem that such concern is not expressed over its absence in India. It is true that the metropolitan and provincial press in India is well developed. Some of the leading newspapers in the country compare well with the best in the world. And yet, not a single rural newspaper, worth the name exists.

The need for a robust rural press is widely recognised by the Government of India as well as all those concerned with the state of development in the Indian countryside. Public policy is claimed to be designed, and incentives provided for the establishment and growth of small newspapers to serve remote and neglected rural communities. But such policy and incentives have turned out to be political concessions and palliatives to the conscience, rather than carefully designed support for the promotion and sustenance of small rural newspapers. More often all such attempts have tended to stunt the growth of the big, without providing assistance to the small.

The bigger urban newspapers generally serve the urban elite. They are obsessed with political events and concern themselves with largely urban issues and development activities of concern to the more affluent, largely urban readership. They cannot serve the special interests of the rural population. There is no, and there cannot be any competition between the small and big newspapers if only the former recognise their role. It is not to duplicate or to ape their big brothers. That way lies disaster, and an excuse to run to the people and the Government to complain that they are being squeezed out by the monopolist urban press.

Need exists for small and rural newspapers. This need cannot be satisfied by the urban Press. But the rural press must design an appropriate editorial formula that is attractive to the readership in the community. Management must identify the readership and organise itself to reach it. It must also seek the revenue potential and cultivate and exploit the sources fully. Just as readership exists which cannot be served by the urban press, so does advertising potential which cannot be satisfied by the bigger newspapers. The small and rural newspapers must convince themselves that a special clientele exists for them and is waiting to be satisfied.

By curtailing artificially the volume of advertising carried by the urban press, the rural press cannot hope to secure the unsatisfied demand of the advertisers. Advertising budgets are carefully planned on the basis of the media available and suitable to the advertisers. If they are unable to place their advertising in a particular medium, they do not divert it to any other medium available, regardless of its suitability. This is precisely what is presently happening. Advertisers are unable to get the space they need in the big newspapers. They prefer to stand in the queue to spending their money on space in the small newspapers.

The experience of the successful provincial newspapers confirms the view that both readership and advertising potential exist, and this can be exploited to their benefit if the newspapers, prove they can provide something special and distinct from what the big newspapers are able to. In attempting to copy the big newspapers in content and coverage, the small newspapers remain mere copies—bad copies. As copies, they cannot hope to succeed.

There is scope, and it is possible for small newspapers to come into being, and grow to be viable successful units serving their communities satisfactorily.

Start Up Costs

However, the capital and initial costs are substantial and would discourage even a dedicated entrepreneur from starting a rural newspaper. This is where Government and their policies, and interested organisations must offer assistance. Such assistance should not be in the form of a permanent subsidy on which the newspapers can depend for ever. Only commercially viable newspapers can be successful in filling the need for them. Success must be tested on the basis of a stable and growing readership, and the confidence of the advertiser. Assistance should be one time towards capital costs, and on a sliding scale for recurring expenses. The aim should be that a sister newspapers should plan and work towards self-reliance in say, three years.

Before we determine the capital costs, a decision has to be made in respect of technology. If small newspapers should be successful, they should be as well produced as the bigger ones.

The mistake that has so far been made is that the rural reader can make do with a badly produced newspaper. If we should attract him, we must provide a product that is attractive in appearance as well as content. Hand-composing and its partner, the letterpress indifferently operated by unskilled people in remote places have so far produced the occasional rural newspaper that has not commended itself to the reader. Hot metal caster have become so expensive, that they cannot be considered for a small newspaper. Both in respect of quality of production, as well as reasonableness in price, photocomposition is suitable. Its natural partner, the offset process is now not too expensive for the rural Press. It should be possible, as will be discussed later, to simplify the process and make it less expensive. Considering that quality of reproduction is important, that hand composition/hot metal are getting to be obsolete and more and more expensive, and that electronic composition is simpler, more manageable and less expensive in the long run, this should be chosen as the composition process for small newspapers.

Based on this, the capital costs work out to :

Two Direct Entry Typesetters	Rs. 300,000
Camera and Plate Making equipment	Rs. 150,000
One Small offset Machine	Rs. 100,000
Furniture and Miscellaneous	Rs. 50,000
	<hr/>
	Rs. 600,000

Recurring Costs

The production of a four page broadsheet newspaper from composition to final printing is estimated to cost Rs. 1000 per issue. If the periodicity is bi-weekly, the annual cost would be Rs. 104,000. Rent and salaries to a small editorial and business staff would be of the order of Rs. 3000 per month or Rs. 40,000 per year. The total recurrent costs per year for a four page bi-weekly would be Rs. 150,000.

The conventional process to convert photocomposition output to plates acceptable for offset is rather expensive. Other cheaper processes are possible (e.g. paper plates, diazo etc.). If a suitable inexpensive process is developed, the cost of production can be brought down substantially.

The utilisation of capacity is perhaps the lowest in newspaper production. Because speed is the essence, considerable wastage in machine capacity and in manpower is inevitable. This is very high in big newspaper establishments, and tolerated by them because of the nature and needs of their production. Although speed is not so essential for rural newspapers, substantial wastage in capacity and manpower cannot be totally avoided.

The machines and equipment considered suitable, and recommended above have a capacity much beyond the need for a single 4-page newspaper with a circulation of 5 to 10 thousand. Such wastage in capacity and of the manpower that will have to be employed, is beyond the means of a small newspaper. The spare capacity and manpower will have to be usefully employed. This can be arranged either by producing more than one newspaper, or for commercial production.

The best solution would be to organise a cooperative, owned by several newspapers circulating in contiguous nearby areas. For instance, a district can sustain two or three weekly or bi-weekly newspapers.

Their publication days could be spread over a week, so that all of them could be produced at a single convenient centre and transported to their respective areas of distribution. If the publication of more than a single newspaper is not feasible, the spare capacity in men and machines could be used for commercial printing. It should not be difficult to find a clientele which is now served by printing facilities situated at distant places.

Careful planning, a suitable editorial formula and good management can make small newspapers successful. It would however not be possible for an enterprising prospective publisher to find the capital for the machinery and equipment, and to sustain the operation initially before circulation and advertisement revenue are built up. Assistance to acquire the machinery and equipment and towards expenses in the initial stages is necessary. This should not however be charity, as charity almost always kills endeavour. Before assistance for capital is arranged, the prospective publisher must contribute a small amount as an earnest of his interest in the project. Assistance towards recurring expenditure should be on a sliding scale spread over not more than 3 years, during which the performance should be monitored.

Based on the estimates, the following would be the order of financial assistance.

Capital costs Rs. 600,000

About sixty per cent of this could be financed by banks. The balance of funding required would be Rs. 240,000.

Recurring costs Rs. 150,000
per year

Assistance towards this should be on the following basis :

First three months	100% equivalent to	Rs. 37,500
Next nine months	75% equivalent to	Rs. 84,375
Second year	50% equivalent to	Rs. 75,000
Third year	25% equivalent to	Rs. 37,500
TOTAL		Rs. 234,375

Total assistance for capital as well as recurring costs : Rs. 474,375 or, say, Rs. 500,000.

As recommended earlier, assistance towards recurring costs will be on the basis of performance, which should be continuously monitored. The quantum of assistance is the maximum that would be available. If the performance is better than anticipated, assistance would be reduced to the extent necessary.

No plan or estimate can be considered realistic or valid until it is tested through a pilot project. The recommendations suggested here could be experimented in the field. For such an experiment, the following modalities are suggested :

A professional non-commercial no-profit body should be nominated as the agency and entrusted with the project. It will choose the most suitable area. It will also choose the person or persons who are interested in promoting a rural newspaper on the basis of their competence and suitability. While looking for such persons, it will try and promote a co-operative. The agency will be invested with the responsibility of monitoring, overseeing and providing the required assistance to the project. The capital equipment will be owned by the agency until the project is completed.

APPENDIX IX. 34

Extract from "Direct Line"

Greek law on new techniques

Greek Parliament passed in July a law to help resolving social problems that could be created by the introduction of new technology in Greek newspapers. Law 1186, which was approved by all political parties, follows the suggestions of the mixed Technology Commission. The Commission was created last summer on the initiative of the mediating Athens Journalists Union after a month-long typographers' strike and

publishers' lock-out. (The Commission was chaired by the Under Secretary to the Prime Minister, responsible for the Press, and included two representatives of the Journalists' and the Typographers' Unions and two representatives of the Publishers Association).

The law, published in the official Government Gazette on July the 30th, provides that the State is going to subsidise the Pensions' Funds of Athens and Salonica typographers by a sum of 1700 million Greek drachmas (approx. 27.5 million dollars) in order to help them meet their future needs, when jobs are lost because of the introduction of new technology. The publishers' contribution to these Funds is increased from 2% to 7% on the newspapers' selling price. The funds are also going to be strengthened by getting 3% on publicity from radio and television stations. The typographers' contribution is raised by an additional 3 to 6% on their monthly salaries.

Law 1186 stipulates that typographers retiring because of the introduction of new technology are entitled to full pensions. (Maximum typographers' pensions have almost been doubled to reach 60,000 drs. or 1,000\$ monthly), after the age of 55 and at least 20 years of work in the printing industry. Typographers who have worked for at least five years and are dismissed because of the introduction of new technology are qualified for smaller pensions. These remaining will get a special allowance (50 times the minimum workers' wages) from their funds plus 60%—70% of the allowance from the newspaper enterprises.

This complex system, originally proposed by the Typographers' Union and claiming much originality, aims on the one hand to fully protect the graphical workers and on the other to help reducing the printing costs of the Greek newspapers, some of which are in a bad financial position.

APPENDIX IX. 35

IFWJ note on technology

Our submission is that permissible technology is important both from the point of view of "the readers' right to objective news and comment freely expressed," (term of reference iv) and "Ways and means to promote the growth and development of the language and regional Press", (term of reference viii). In the matter of industrial development, the appropriate technology is deemed to be one that is labour intensive rather than capital intensive, and which accords with the stage of economic development of the country. The same criteria should legitimately apply to the Press also.

One outstanding illustration of the harm done by adoption of advanced technology will bring out our point better than a lot of arguments. We refer to the case of *The Hindu* of Madras which produces Facsimile editions at Bangalore, Hyderabad and Coimbatore, and is planning to produce similar editions elsewhere. This has resulted in :

- (1) Loss of employment. A non-facsimile edition or a full-fledged local paper would have had to employ a larger number of journalists as well as printing and other staff than *The Hindu* is required to do in its Bangalore or Madras or other offices.
- (2) Monopolisation—due to advertisers tendency to use an easily available wide-spread medium in preference to a number of local publication. The advertiser is attracted both by the facility of operation as well as the prestige of a multiedition publication. The technology of production itself holds for the advertiser a lure which other units operating on less advanced technologies lack, according to his imagination.
- (3) The result of this fascination of the advertiser for a multi-edition, higher technology paper, inhibits local enterprise and is a disincentive to start class newspaper in the face of unfavourable a terms of competition.

- (4) Such editions by their very nature result in loss of intensive coverage of local news and expression of opinion on local problems and interests which wholly local papers would have provided. The Hyderabad or Bangalore edition of *The Hindu* cannot possibly give as much coverage to local news as a paper published from those centres; nor can it offer much scope for comment on local problems either editorially or by articles, or even letters to the editor. This indirectly results in restricting the opportunities of free expression which might have been otherwise possible.
- (5) The service provided by such a paper, as well as the prestige attached to it, serve as magnets, and thus results in a diminution of readers' choice.

Some of these arguments apply to any chain newspapers with multiple editions. That is why we are against chain newspapers. Such papers also, it has been demonstrated, become centres of political and other vested interests. More and smaller voices attuned to local conditions are positively better than papers which reflect a national monologue.

All the evils of chain newspapers are aggravated by higher technology. The curtailment of employment opportunities is only too obvious and is opposed to national policy in all fields of endeavour. It should also be equally obvious that even a chain newspaper running on the general level of technology now prevalent has more flexibility in handling news, and as the pages of its different editions at different centres are made up at the centres, it can provide a different news mix in each centre. Facsimile edition papers would find this more difficult.

This is a field in which the Government has a definite capacity for action, as it has powers of licensing and import control. These must be effectively used to prevent one or two units which can afford the finance to go out of step and become dominating influences. Our accepted industrial policy should also require the encouragement of local manufacture of printing machinery, which is bound to be of lower technology at this stage of our development, rather than permit or encourage the import of higher technology.

APPENDIX IX. 36

Items of printing machinery allowed under Open General Licence

1. Web fed high speed letter press rotary and offset rotary printing machines having output of 30,000 or more newspapers per hour.
2. Photo composing/type setting machines and ancillaries key boards, editing terminals and film/paper processors.
3. Electric colour scanners including vario-chromograph.
4. High precision auto focus, auto exposure, computerised process Cameras and process Enlargers.
5. Film processors and plate processors.
6. Step and repeat machines/cameras.
7. Reflection/transmission type densitometers for Printing Industry.
8. Precision Proof Presses for letter presses and offsets and pre-press proofing systems.
9. Mechanical hot metal line casting/composing machine with built-in or separate key boards.
10. Book binding machinery or hard cover & Paper back binding including—automatic folding machines, collating machines, adhesive binding machines, saddle stitching machines, book sewing machines, case making machinery, embossing machines.
11. Fully programmed paper cutting machine and three knife trimmers.

12. Automatic punching machine with sheet feeder (output 3000 sheets per hour and more).
13. Thermo printing machines.
14. Ticket and label printing machines.
15. Hydraulic embossing machines.
16. Embossing plates and engraved rollers.
17. Stamping machines.

APPENDIX IX. 37

Items of printing machinery import of which is banned

1. Paper cutting machines excluding machines with device such as automatic programmes cutting and three knife trimmers;
2. Automatic Letter Press cylinder printing machine upto 560 x 790 mm;
3. Paper varnishing and gumming machine other than automatic type ;
4. All press metal furniture including locking up (mechanical) Quions;
5. Letter Press printing presses (Platen type) treadle and power operated, other than automatic;
6. Perforating and punching presses (hand-fed and power driven);
7. Hand-fed Letter Press cylinder printing machines;
8. Table Router for flat surfaces;
9. Wire stitching machines single headed;
10. Paper folding machine other than automatic;
11. Ammonia printing machine;
12. Paper cutting knives of all sizes if imported separately;
13. All types of hand numbering machines;
14. Graining machines, for graining of offset plates (all sizes);
15. Vacuum printing frames or offset plate making (all sizes);
16. Plate whirlers for offset plates (all sizes);
17. Retouchers tables;
18. Mounting tables;
19. Paper jogging machines;
20. Roller washing devices;
21. Paper perforating machines;
22. Lead and Rule cutters;
23. Corrugating machinery, single and double face combined conveyor;
24. Cutting, scouring and slotting machines; and
25. Registering tables except pre-registering systems

Statement of ownership and other particulars under the P.R.B. Act.

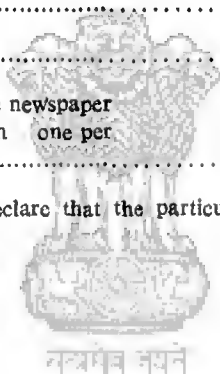
Statement about ownership and other particulars about newspaper (—————) to be published in the first issue every year after the last day of February.

FORM IV

(See Rule 8)

1. Place of publication.....
2. Periodicity of its publication.....
3. Printer's name.....
Nationality.....
Address.....
4. Publisher's name.....
Nationality.....
Address.....
5. Editor's name.....
Nationality.....
Address.....
6. Names and addresses of individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital.....

I,..... hereby declare that the particulars given above are true to the best of my knowledge and belief.



Signature of publisher.....

Date.....

OWNERSHIP AND CONTROL STRUCTURE
OF THE INDIAN PRESS



S. K. GOYAL
CHALLAPATHI RAO

Public Policy and Planning Division

INDIAN INSTITUTE OF PUBLIC ADMINISTRATION

INDRAPRASTHA ESTATE, RING ROAD, NEW DELHI-110002

FEBRUARY 1981



सत्यमेव जयते

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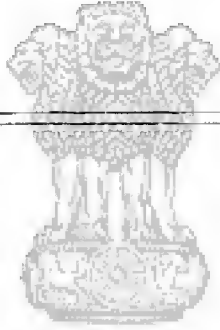
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सत्यमेव जयते

CHAPTER—I

Introduction



सत्यमेव जयते



सत्यमेव जयते

CHAPTER I

INTRODUCTION

1. Press plays multiple roles. News, articles, and other features carried by press not only inform but also influence. Public opinion gets created; and government policies moulded by press reactions. Press also determines nature of public debates and helps generate debate on local and national controversial issues. There is a direct and visible impact of the press on functioning of the administrative and political systems of the country. Sensitivity to press reports, editorials and comments can stall as also expedite processes of policy formulation. In India, Ministers, Secretaries and other senior policy advisers to the Central and State Governments are briefed daily with regard to the press reactions, particularly concerning the Minister and the Ministry. Prime Minister's secretariat is known to be making inquiries from Ministries and Departments whenever adverse or significant press reports appear. Most of the 'Short Notice Questions', and other interventions in Parliament and State legislatures are based on information published in national and local newspapers.

2. Given such an important role and place in the society it is in public interest to ensure that press in a country should be free from control of any one interest group to be able to play a free, frank and an unbiased role. To be able to play this role, the press should not be owned, controlled or dominated by any one vested interest, particularly a private one.... It is obvious that ownership and control structure of a newspaper establishment would determine the character of the news reports, style and news display and the editorial view-point and other comments. What gets reported is of significance; but it is of equal importance as to what gets 'blackened out'. News reports are not only known to be a view from the clouded window but these are very often presented according to the preferred 'colour' of the newspaper managements. In matters of newspaper policies the final say is bound to be that of the owners. Managements would undoubtedly ensure that their own newspapers do not cause harm to their overall interests. In a recent press interview, one of the top industrialists of India asserted that editors have to follow the policy of their respective managements 'that employ them'. To justify this he said: "Take the case of the publication which is brought by the RSS or the *BJP*, *Organiser*. If an editor is anti-RSS, they will not allow him to last even for a day". Extending the argument one can observe that as a government owned newspaper cannot be expected to run down the government of the day, one cannot expect monopoly House and big business owned press to be pleading for anti-monopoly legislation, curbing of concentration of economic power or for priorities to assist the poorest. In sum, impact of the ownership and control of the press on news, views and features appearing in the press cannot be avoided.

3. The need for a study of the Indian press establishments to determine their ownership character and other business associations is only too obvious. Press, besides being an industry by itself, has wide socio-economic and political potential. It is well known that political newspapers and journals invariably incur losses and yet their publications are not discontinued. In more than one way, direct benefits reaped by newspaper owners are of much lesser relevance than the power that goes with ownership and control of a widely circulated newspaper. Many of the newspapers would indeed be under loss, and therefore face threat of closure, if the owners did not transfer resources through assured advertisements and other patronage from their own or other associate industrial and commercial enterprises. Newspaper industry is heavily dependent on revenue from advertisements since prices of newspapers have to be kept low for various reasons. For obtaining advertisements the newspaper establishments have to woo their advertisers. Because of the absence of any set norms for allocation of advertisements in private corporate sector, advertisement expenditure and its distribution is more a matter of discretion

and patronage than an act aiming at genuine publicity for spread of information to consumers. The degree of truth in the above statement is borne out by the fact that many a political parties found bringing out of 'souvenirs' very rewarding to raise funds from corporations. When a newspaper establishment is owned or controlled by an industrial House, it can easily be made into an economically viable one through assured advertisements and other job work. It is because of this reason that newspaper industry and its economics can only be understood in the overall framework of ownership and control structure and other linkages of individual establishments. We believe that control over press is not sought only for the limited objective of earning high rates of financial returns on investments. The objectives are much wider, particularly for national monopoly Houses.

4. Historically, a large many newspapers in India were established during the national struggle for India's independence. A large number of the editors and founders were politically motivated and brought out their newspapers to educate and mobilize public opinion for the struggle. They were not motivated by business or profit considerations. This also explains the phenomenon of trusts in the newspaper industry. However, during the past three decades in most cases the politically inspired newspaper establishments have lost their old character. Many of the erstwhile small newspaper establishments have disappeared. The ones which survived, it is seen, have also diversified their activities to other industries or the ownerships have changed hands. As a consequence of these developments the relative significance of private industry associated newspapers has increased, in a noticeable manner.

5. The changing character in ownership and control structures of the Indian press has far reaching socio-economic implications. It is of common knowledge that press reporters and senior staff of many a newspaper are also employed to promote non-newspaper interests of their managements. Inspired news stories are timed and planted to influence decision making in government. While use of press for promotion of House interests is known, it is not very often realised that newspaper managements exercise their choice to ignore or build up public images of chosen political personalities.

6. While associations of individual newspapers are not unknown in press circles, very little effort has so far been made in India to determine the ownership and control structure of the Indian press as a whole. We also feel that even some of the basic questions about the press in India have not been raised. While the Annual Reports of the Registrar of Newspapers for India (RNI) provide a large volume of data and information on the Indian press—the analysis undertaken is a limited one. Some of the compilations ignore the obvious business realities. For instance, the RNI treats each newspaper edition, as an entity by itself, even when the editor, printer and publisher happen to be the same. The discussion on linkages of the newspaper establishments, is confined to linkages within the newspaper industry—the concept employed being 'common ownership unit'. The view on concentration, as adopted by the RNI, is of a technical nature and does not reflect the public and operational significance of linkages. While the names of Trustees, and Directors and shareholders of the newspaper establishments is published regularly, no attempt is made to determine the identity of the individuals or the corporate bodies involved in the ownership and control of the newspaper establishments. The RNI places a good deal of importance on the organization forms of the publication units but does not take note of the centre of control or the extent of associations outside the newspaper industry. Similarly, the RNI reports make a distinction between 'news interest' and 'non-news-interests

publications' while there was need to have an overall perspective to determine the significance of a unit in the press as a whole. To understand the relative strength of a newspaper or any one unit in the industry one has to take note of the overall assets and other resources within the reach of the press units. We feel that instead of taking individual newspapers as accounting units, there is need to focus attention on the press establishments as a group if there were inter-connections among the publishing units and other concerns.

7. We observe that of late there has been a tendency on part of the newspaper owners in India to sub-divide production activities and place them under separate corporate entities. The practice of having a number of subsidiaries for purposes of accounting while maintaining common control would have varied implications in the short and long runs. The Press Commission may like to inquire into the motivations and the resultant consequences to the industry and the employees. It is also our experience that it is indeed hard to obtain Annual Reports and balance Sheets of the Newspaper establishments. We feel that there is need to make public a lot more of information on newspaper establishments than what is strictly required for commercial undertakings under the Companies Act, 1956. For instance, the newspaper companies should be required to give names of the group companies who have placed advertisements with them for more than Rs. 50,000 a year and the revenue from companies which hold more than 5 per cent of the shares in the newspaper establishment.

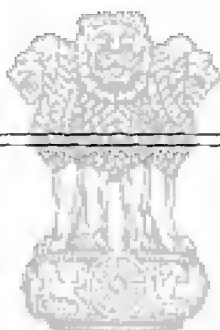
8. Political newspapers have an important role in informing their viewpoint to public at large and government. We find that political parties in India, invariably make it known if a particular journal or newspaper was owned, controlled or managed by them. The readers, therefore, are left in no doubt as to the slant given to news reports and other features published. It is accepted by a reader that a political party would present a viewpoint from the angle of the philosophy it contributes to. However, in case of non-political party owned newspapers the real character of ownership is not well understood by the public at large. Newspapers, which are clearly owned and controlled

by national monopoly Houses, are very often taken as independent newspapers. Infact, claims of such private establishments for being objective and unbiased have rarely been refuted. While there are many in the informed circles who have a clear idea of the precise nature and character of ownership and control of important newspapers, a vast majority, we believe, would not even know of business and other interests of the publishers outside the press leave aside the question of understanding various implications of the control structures. The Press Commission may consider ways and means to keep public informed of the real identity of the newspaper owners and their managements. One method may be in proposing that newspapers and periodicals should carry identification of the monopoly House with which the managements were associated. It may be also desirable that all newspapers carry details of non-newspaper financial and other interests in full, and this too more frequently, unlike the present practice of giving brief information, once in a year, in a remote corner of the publication and this too in small print. In brief, we consider that the public at large should be informed of the ownership and control structure as also other influences that were likely to have an impact on the newspapers brought out by the establishments.

9. This study has the limited objective of establishing linkages of the Indian press outside the newspaper industry. This chapter was desired to provide the context for this study by outlining the importance of the press in the society. The next chapter presents an over-view of the extent of concentration prevalent in the Indian newspaper industry. The reference year is 1979. Chapter III of the study provides the results of our inquiry. All important establishments also have been dealt with individually. For purposes of quick reference 'Index to Newspapers' is provided at the end of the volume,



CHAPTER—II
Concentration in the Indian Press



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CHAPTER—II

CONCENTRATION IN THE INDIAN PRESS

1. According to the Registrar of Newspapers for India, the number of newspapers, for which circulation data are available for the year 1979, was 635. The total circulation of these was placed at 13.03 million.⁽¹⁾ Size of the circulation of newspapers varied widely. Nearly half of the newspapers brought out less than 5,000 copies each; on the other hand, there were 61 newspapers with circulation of more than 50,000 copies each. Medium circulation newspapers, each with 15,000 to 50,000 circulation, were 115 in number. Table-I shows the distribution of newspapers, according to their size of circulation, for the two years—1969 and 1979. It is seen that 8.8 per cent of the newspapers, each with more than 50,000 circulation nearly 56.6 per cent of the overall national circulation, during 1979; the share of the top 8.3 per cent of the newspapers was 50.6 per cent in 1969. The relative share of the small newspapers, in numbers as also in circulation, declined from 47.1 to 43.8 per cent and from 5.4 to 4.6 per cent respectively.

TABLE-I
Showing number of Newspapers*
According to Circulation Groups

Sl. No.	Size Group	1979		1969	
		Number	Circulation ('000)	Number	Circulation ('000)
1.	Above 1,00,000	30 (4.3)	5415 (40.9)	16 (3.3)	2239 (28.7)
2.	50,001 to 1,00,000	31 (4.5)	2074 (15.7)	24 (5.0)	1708 (21.9)
3.	15,000 to 50,000	115 (16.7)	3227 (24.5)	80 (16.7)	2240 (28.8)
4.	5,001 to 15,000	212 (30.7)	1899 (14.3)	134 (27.9)	1181 (15.2)
5.	Upto 5,000	302 (43.8)	614 (4.6)	226 (47.1)	422 (5.4)
6.	Total	690 (100.0)	13229 (100.0)	480 (100.0)	7790 (100.0)

*Including tri-weeklies and bi-weeklies.

Source : Registrar of Newspapers for India.

2. Two basic conclusions about the newspaper industry in India are obvious. *One*, there was high degree of concentration in the industry, and *two*, during the past one decade the degree of concentration has further increased. The above data, however, treat each edition of a newspaper, from different place of publication, as a separate entity. For instance, *Times of India* Delhi, Bombay and Ahmedabad are treated as three separate papers. Similarly, *The Indian Express*, in the above presentation, is seen as 10 newspapers since it is published from ten places in the country. This, for obvious reasons, would not reflect the true degree of concentration in the Indian press. To have an objective assessment of the real nature of concentration in the industry, it is necessary to categorise different editions of one newspaper and various newspapers, under common ownership and control as one group. This exercise would have to be done for the country as a whole as also at the level of each language.

3. The Registrar of Newspapers for India has identified 82 Common Ownership Units (COUs) ⁽²⁾ who published 210⁽³⁾ newspapers (out of the total of 645) in 1979. The 82 COU (Common Ownership Units) share in the national newspaper circulation was 72.5 per cent. The COUs include most of the large sized newspapers. We, however, find that a few large newspaper establishments have got excluded in this list because of the limited and narrow definition of the concept of COU. For instance, *Kerala Kaumudi* and *Nai Dunia*, each with a circulation of nearly 1.5 lakhs, have been left out of the list because these do not appear to have any other publication. Similarly, *Andhra Jyoti*, though it is listed as a leading newspaper of Andhra Pradesh (with a circulation of nearly 54,000) has got excluded. The concept of COU needs a revision to cover all large sized newspapers as also units with multiple publications even if none of the publications was a daily. The criteria should be (i) percentage share in the language press, and (ii) the number of publications brought out by the unit. Also, there was need to include the linkages of the establishments with undertakings outside the newspaper industry.

4. The share of the 82 common ownership units in the circulation of all the 'significant' newspapers (a significant newspaper being defined as one with more than 15,000 circulation) is shown in Table-II. It is seen that of the 30 newspapers, each with more than one lakh circulation, as many as 28 belonged to the COU category which accounted for nearly 96 per cent of the circulation in this size group. The share of COUs in the 15,001 to 1,00,000 circulation size groups, was more than 70 per cent. Nearly 16 per cent of the newspaper establishments in India controlled more than 72 per cent of the national circulation during 1979.

1. The total number of registered newspapers, during the year 1979, was 1,087. Out of these circulation data were available for 635 only. It is presumed that most of missing papers did not appear regularly or had small circulation.

2. A 'Common Ownership Units' (COU) having been defined as a newspaper establishment owning two or more news interest newspapers, at least one of which is a daily.

3. The number given by the RNI is 218. However, because for 8 newspapers circulation data have not been given, we have excluded these from this count.

TABLE II

Showing Share of Common Ownership Units in the Circulations of Significant Newspapers (1979)

Circulation Range	Total Circulation ('000)	C.O.U. Circulation ('000)	%share of C.O.-U.S. in the total circulation in the Range
1 lakh & above	5415 (50.53)	5190 (58.06)	95.84
50,001 to 99,999	2074 (19.35)	1471 (16.45)	70.93
15,001 to 50,000	3227 (30.12)	2279 (25.49)	70.62
Total	10716 (100.00)	8940 (100.00)	83.43

Source : Registrar of Newspapers for India.

5. If one examines distribution of the circulation data for the 82 COUs one finds existence of very large differences among the units. There were two units, each controlling more than 5 per cent of the national circulation, the single most important newspaper establishment being the Express Newspapers[£] (with 10.68* per cent share in national circulation of all languages). The second top establishment was Bennett Coleman (share : 8.79 per cent); followed by Hindustan Times and Allied Publications (share : 4.37 per cent), Amrit Bazar Patrika (share : 3.79 per cent), Malayala Manorama (share : 3.61 per cent), and Ananda Bazar Patrika (share 3.28 per cent). The other important units were Thanthi Trust, Mathrubhumi and Printers (Mysore). The combined share of the top 9 newspaper establishments was 41.61 per cent of the national circulation and the other 73 COUs shared only 30.93 per cent of the national circulation.

6. The extent of relative bigness of the few can also be measured in terms of 'multiples' of the average circulation.

TABLE III

Showing Distribution of 81 COUs According to Their Share in National Circulation

Sl. No.	Percentage Range	No. of Units	Share in National Circulation (%)
1	2	3	4
1.	More than 5%	2	19.47
2.	4-5%	1	4.37
3.	3-4%	3	10.68

* Based on the daily newspaper circulation only.

£ Including Traders Private Limited.

5. 81 COUs, each treated as a single establishment, plus 480 establishments each bringing out one newspaper.

1	2	3	4
4. 2-3%	.	3	7.09
5. 1-2%	.	13	18.22
6. Less than 1%	.	59	12.71
7. TOTAL	.	81	72.54

(Based on Data from the Registrar of Newspapers for India)

The total number of newspaper establishments were identified as 561 (5) with an overall circulation of 132.29 lakhs. This gives per unit average circulation as 23,581. As the Express Newspapers controlled 13.92 lakhs of circulation, one could say that their circulation was 59 times of the national average. Similarly, one could assign a ratio to the other establishment also: Bennett Coleman, 48; Hindustan Times, 24; Amrit Bazar Patrika, 21; Malayala Manorama, 20; and Anand Bazar Patrika, 18. The relative bigness of the few could also be assessed in relation to the average of the mode group, (i.e. the circulation group with the largest number of newspapers). In that case as the largest group is of newspapers with less than 15,000 as circulation, the relative significance of the big would have to be placed as a multiple of 5,000. This would place the 'multiple index' for the Express Newspapers at nearly 280, i.e. the relative strength of the Express Newspapers vis-a-vis an average newspaper with a circulation of 5,000.

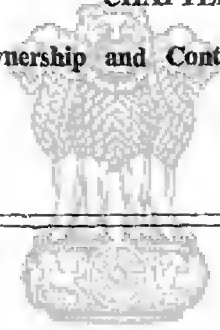
7. Analysis of the national circulation provides only a partial description of domination of the few in the newspaper industry. It is necessary to assess the relative significance of newspaper establishments in each language separately as also in terms of geographical coverage. It would be also useful to examine the question of domination in terms of the national centres of administration, business and politics.

8. Out of the 81 common ownership units there was only one unit, namely the Express Newspapers, which published newspapers in 6 different languages of the country. Language-wise, the Group's share was : Telugu, 27.7 per cent; English, 22.7; Tamil, 20.1; Marathi, 19.7; Kannada, 13.5; and Gujarati, 11.7 per cent. Bennett Coleman, Hindustan Times, Tribune, Indian National Press and Associated Journals published in three languages each. There were 13 COUs which brought out newspapers in two languages and the rest published newspaper only in one language. The geographical coverage of the press was the largest with the Express, followed by the Bennett Coleman.

9. If one takes the capital of India as a basis for determining the importance of a newspaper, one finds that the *Hindustan Times*, an English daily had more than 40 per cent share; in the capital's Hindi press the share of the *Hindustan* was 33.9 per cent both belonging to the Hindustan Times & Allied Publications.

10. Of the single language press Thanthi Trust commanded 42 per cent of Tamil Press, Malayala Manorama 37 per cent of the Malayalam circulation. It is seen that while most of the newspapers can be treated as large newspapers at the state level, others have a national character.

CHAPTER III
Ownership and Control of Press



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CHAPTER III

Ownership and Control of Press

1. The existence of high degree of concentration in the Indian press has been brought out in Chapter II. A small number of newspapers and still a smaller number of newspaper establishments dominate the national as well as the regional press. This Chapter deals with character of ownership and control of the important newspaper establishments in India. For this purpose we have examined the ownership and control structure of 297 newspapers which accounted for nearly 15 per cent of the national newspaper circulation during the year 1979. The Second Press Commission had suggested 41 Common Ownership Units, 8 Trusts, 57 individual newspapers and 20 periodicals for our examination. We have, however, expanded the coverage of our inquiry to include all common ownership units and all newspapers having circulation of more than 15,000.

2. The main thrust of this inquiry has been to determine character of ownership and control, of the Indian press, in terms of direct linkages of the newspaper establishments (through top share-holders and managements) with activities outside the newspaper industry. We have categorized the newspaper establishments, according to the dominant character of their linkages with :

- (i) National Monopoly Houses;
- (ii) Local industry and Business;
- (iii) Political parties;
- (iv) Educational, cultural and religious activities;
- (v) Families and individuals with main interest in the newspaper industry; and
- (vi) Others (where our information was inadequate).

While determining character of the newspaper establishments we have been mainly guided by the criteria as adopted under the Monopolies and Restrictive Trade Practices Act, 1969. We have, however, also taken into consideration the comments and information as contained in various Government reports as also the material available with the Corporate Information System, Indian Institute of Public Administration. We have also taken advantage of consultations with knowledgeable circles in the press in Delhi.

3. While examining the ownership structure of the newspaper establishments we came across a number of establishments which were individual or family-owned and controlled without any significant business associations. It is not unusual for individuals in the press to also have direct political involvement. It is, therefore, no surprise that some of the newspapers while controlled by individuals are often associated with particular political parties. In a situation where political loyalties of individuals can undergo changes it would be unfair to group such newspaper establishments, papers owned or controlled by single families or individuals with political parties. We have applied our judgement and wherever the ownership and control rested with a family, and not with a group of political personalities, the unit has been shown as family owned establishment.

4. Before we present the results of our inquiry we would like to underline that ownership and control structure of newspaper establishments may not reveal in full the influence of private big business and large corporations on the Indian press. A large number of small newspapers, who depend heavily on the discretion and goodwill of the large private

sector advertizers, may appear to be individual owned and controlled, contrary to the reality. We feel that for an objective and more comprehensive view it is necessary to undertake a full fledged and independent study of the advertizements in the Indian press. The influence of private corporate sector advertizers on the press cannot be under-estimated. Who is advertizing; how frequently; at what rates; and where, are questions which need to be examined alongwith the nature and character of news reporting, comments and coverage.

5. While undertaking this study we have had to identify business associations of top shareholders which included corporate entities, partnership firms, private and public trusts, registered societies as also individuals. To identify family and business links of individuals is a difficult task, particularly when the parentage and other information on individual is not available. Quite frequently, names of individuals are not even given in full. Similarly, if shares are held by entities which have ceased to exist the task becomes more difficult. In the matter of companies the problems faced are lesser. Being conscious of the risks involved in such exercises we have taken precaution to avoid mixing up of personalities. Identities were established with care; and all doubtful cases were ignored. The result of such an approach has been that the results as contained in this study are an understatement of the degree of control and linkages of the Indian press with private industry and business. It is, however, possible that in stray cases, we might have reached a conclusion which would require re-grouping due to later developments and additional information now becoming available. In dealing with the question of linkages our concern has been more to highlight the character of the press as an institution and less to be concerned with individuals. Individuals have been seen as means and the linkages are sought to bring out the character of ownership and control in order to determine the nature and extent of dominant influences on the Indian press.

6. We have taken note of the latest data available with the secretariat of the Second Press Commission. Invariably, this refers to the year 1979. Deviations from the year 1979 have been specified. In case of the Directorships mentioned against individuals, we have, however, not restricted the information to the year 1979 alone. This has been done to show the associations in the recent past as also the present ones. This is a necessity for a study of this nature.

7. Table IV presents broad picture of the character of ownership and control of press in India.* The most important characteristic of the Indian press is that it is dominated by a few national monopoly Houses. Their share in total national circulation is nearly 30 per cent. The most important newspaper complex is that of the R.N. Goenka House followed by 'Jain House' and Birlas (See: Table V). It needs to be underlined that the top three monopoly House newspaper establishments have close associations. For instance, the Geerkas and the Jains are not only related to each other, there also exist inter-corporate investments and interlocking of Directorships. Similarly, while Gwalior Rayon (a Birla Company) had held investments and K.K. Birla was even Chairman of a newspaper Company of the Goenkas, Bharat Nidhi (a company of Jains) held shares in Birlas' establishments. In its turn, a Goenka company had held investments in Bharat Nidhi. These direct visible interests have to be studied without losing sight of the common interests of the monopoly Houses—past, present and the future ones. Even within the newspaper world, there may happen to be some competition between the monopoly House newspaper establishments (and that too in some reasons) the overall interests of the monopoly Houses do not appears to

* The statistical results are subject to change in view of the non-availability of data in a final form.

come in conflict. There may be inter-House rivalries economic policies aimed at regulation and control of private big monopoly Houses have to have joint front in matters of business.

TABLE IV
Showing the Nature of Ownership and Control of Press in India (1979)

Sl. No.	Nature of Ownership	Number of Establishments	Number of Newspapers*	Circulation* ('000)	Percentage share in National Circulation
		2	3	4	5
1.	National Monopoly Houses	8	50	3998	30.22
2.	Local Industry & Business	18	58	2336	17.66
3.	Political Parties	9	21	395	2.99
4.	Educational, Cultural & Religious Bodies	12	16	697	5.37
5.	Families and Individuals	86	128	3585	27.00
6.	Others	23	24	319	2.41
7.	Sub-Total (1 to 6)	156	297	11330	85.65
8.	Grand Total	561	690	13229	100.00

£ Including newspapers for which circulation data are not available.

* Including Tri-weeklies and Bi-weeklies.

Source: Based on Data from Registrar of Newspapers for India.

TABLE V
Showing Close Association of Newspaper Establishments with Big Business in India

Sl. No.	Name of the Newspaper Establishment	Association	Total Circulation ('000)	Percentage share in Circulation of Various Languages
1		2	3	4
1.	Express Newspapers	R.N. Goenka	1383(10.45)	Telugu (25.57) English (22.60) Tamil (20.73) Marathi (19.49) Kannada (13.35) Gujarathi (11.18)
2.	Bennett Coleman & Co. Ltd.	Jains	1145(8.66)	English (18.30) Hindi (14.50) Marathi (12.78)
3.	Hindustan Times & Allied Publications	Birla	569(4.30)	English (10.60) Hindi (8.33)
4.	Malayala Manorama Co. Ltd.	MRF	471(3.56)	Malayalam (37.00)
5.	Statesman Ltd.	Multiple House	248(1.88)	English (8.34)
6.	Pioneer Ltd.	Jaipuria	113(0.85)	Hindi (1.64) English (1.65)
7.	Saamarg (P) Ltd	Soorajmull Nagarmull	50(0.38)	Hindi (1.64)
8.	V.S. Dempo & Co. (P) Ltd.	Dempo	19(0.14)	English (0.47) Marathi (0.32)
TOTAL			3998(30.22)	Telugu (25.57) Kannada (13.35) Tamil (20.73) Gujarati (11.18) Malayalam (37.00) Hindi (26.08) English (761.96) Marathi (32.59)

Figures in brackets given with total circulation are percentages to the total national circulation in all the languages.

8. Table VI shows share of different categories in circulation of the newspapers for important languages. If one takes share of the monopoly House controlled press in the English language alone, nearly 62 per cent of the circulation fell under their control as compared to share in the aggregate, i.e., 30 per cent. The monopoly House press has no share in Assamese, Bengali, Oriya, Punjabi and Urdu. Their main spheres appear to be English, Marathi, Malayalam and Hindi. Incidentally from the viewpoint of national policies, English is the most important language press and it accounts for about one-fourth of the overall national newspaper circulation in India.

9. It is interesting to find that each monopoly House has in addition to enjoying a national position, a region of its own.

For instance, if the Goenkas have a significant place in Southern India, Jains have their special place in Western India, and the Birlas, in the North. V.S. Dempo in Goa, and MRF in Kerala. On the other hand local industrialists are generally confined to single language press (See : Table VII). Gujarati, Telugu, Tamil, Kannada and Malayalam press is predominantly under control of local industrialists. Monopoly House owned press generally caters to a large regional spread than the local or regional language papers. If one sees the domination of private industry linked press together,* one would find that their share is more than 47 per cent in the aggregate circulation and nearly 70 per cent in English, 73 per cent in Malayalam, 68 per cent in Kannada, 63 per cent in Tamil, and 84 per cent in Telugu.

TABLE VI
Showing Percentage Share of Different Categories in Various Languages (1979)

Language	National Mono- poly Houses	Local Industry and Business	Private Industry Col. 2+3	Political Parties	Educa- tional, Cultural & Reli- gious Bodies	Families & Indi- viduals	Others	Total Col. 4 to 8	Grand Total
1	2	3	4	5	6	7	8	9	10
English	61.97	7.76	69.73	2.08	5.27	18.25	0.83	96.16	100
Hindi	26.59	12.66	39.25	2.82	1.80	33.72	2.03	79.62	100
Assamese	96.71	..	96.71	100
Bengali	2.48	..	85.84	3.74	92.06	100
Gujarati	11.21	40.08	51.29	..	21.56	23.60	0.55	97.00	100
Kannada	13.45	54.05	67.50	6.30	..	73.80	100
Malayalam	36.98	35.80	72.78	4.70	4.32	8.73	2.44	92.97	100
Marathi	32.62	..	32.62	9.76	6.03	27.21	4.43	80.05	100
Oriya	55.50	33.90	7.91	97.31	100
Punjabi	15.02	22.56	22.91	..	60.49	100
Tamil	20.79	41.74	62.53	..	0.79	21.06	6.46	90.84	100
Telugu	25.62	58.54	84.16	3.47	..	87.63	100
Urdu	2.09	..	36.50	5.18	43.77	100
Others)	12.05	..	15.28	27.33	100
TOTAL	30.22	17.66	47.88	2.99	5.37	27.00	2.41	85.65	100

Source : Based on Data from Registrar of Newspapers for India.

10. The share of educational or otherwise independent Trusts in the Indian news paper industry is not very large. This form seems to have an important place in Oriya and Gujarati language newspapers. A list of the establishments under this category is given in Table VIII.

11. Political parties control a small share in English and Hindi language newspapers. However, in regional languages political parties do have a noticeable place. This is particularly so in the Punjabi and Marathi language newspaper. See Table IX for a list of the newspapers and periodicals under control of political parties.

* The share of private industry in the total circulation of significant newspapers presents a more alarming picture. Its share in English language alone is 73 per cent (Monopoly Houses 65 per cent) as compared to the share in the aggregate of nearly 55 per cent (Monopoly Houses 37 per cent.)

TABLE-VII

Newspaper Establishments Having Close Associations with Local Industrialists

Sl. No.	Name of the Establishments	Total Circulation Controlled ('000)	Percentage share in circulation of various languages
1	2	3	
1.	Andhra Printers Ltd.	54	Telugu (11.13)
2.	Hazarilal Sharma & Others	36	Hindi (1.18)
3.	Indian National Press (Bombay) Ltd.	103	Gujarathi English Marathi (3.03) (2.39) (NA)
4.	Jagran Prakashan & Allied Publications	165	Hindi (5.41)
5.	K. George Thomas	2	Malayalam (0.16)
6.	K.C. Aggarwala & Others	72	Hindi (2.36)
7.	Kerala Kaumudi (P) Ltd.	145	Malayalam (11.39)
8.	Lok Prakashan Ltd.	179	Gujarathi (16.97)
9.	Manipal Printers & Publishers (P) Ltd.	54	Kannada (13.60)
10.	Mathrubhumi Printing & Publishing Co. Ltd.	309	Malayalam (24.27)
11.	Nageswara Rao Estates (P) Ltd.	43	Telugu (8.87)
12.	Narothamdas Lakshmi-chand Shah	26	Gujarathi (2.46)
13.	Newspapers & Publications Ltd.	160	Hindi English (3.41) (1.88)
14.	Printers (Mysore) Ltd.	265	Kannada English (40.55) (3.50)
15.	Sandesh Ltd.	182	Gujarathi (17.25)
16.	Saurashtra Gram Janata Prakashan Ltd.	4	Gujarathi (0.38)
17.	Thanthi Trust & Allied Publications	342	Tamil (41.71)
18.	Ushodaya Publications (P) Ltd.	187	Telugu (38.56)

N.A. : Not Available.

TABLE-VIII

Showing Newspaper Owning Educational, Cultural and Religious Establishments

Sl. No.	Name of the Establishment	Name of the Publication	Language and Periodicity
1	2	3	4
1.	Akhil Bharat Varshiya Dharma	Sanmarg	Hindi—Daily
2.	Bombay Printers Ltd.	Hindustan Hindvashi	Singhi—Daily Sindhi—Weekly

1	2	3	4
3.	Children's Book Trust	Children's World	English—Monthly
4.	Himmat Trust	Himmat	English—Weekly
5.	Kesari Mahratta Trust	Kesari Mahratta	Marathi—Daily English—Annual
6.	Periyar Self Respect Propaganda Institution	Viduthalai Unmai	Tamil—Daily Tamil—Weekly
7.	Sainik Public Charitable Trust	Sainik	Hindi—Daily
8.	Sameeksha Trust	Economic & Pol. Weekly	English—Weekly
9.	Saurashtra Trust	Janamabhumi Phulchhab Pratap Kutch Mitra Pravasi Pratap Sudha	Gujarati—Daily Gujarati—Daily Gujarati—Daily Gujarati—Daily Gujarati—Weekly Gujarati—Weekly
10.	Servants of People Society	Samaj Samaj	Oriya—Daily Oriya—Weekly
11.	St. Joseph's Province of Carmelites of Mary Immaculate	Deepika	Malayalam—Daily
12.	Tribune Trust	Tribune Dainik Tribune Punjabi Tribune	English—Daily Hindi—Daily Punjabi—Daily

TABLE-IX

List of the Newspapers under Political Parties

Sl. No.	Publications	Language	Political Party
1	2	3	
1.	Veekshanam	Malayalam—Daily	Congress
2.	National Herald	English—Daily	} Congress (I)
	Qaumi Awaz	Urdu—Daily	
	Navjivan	Hindi—Daily	
3.	Deshabhimani	Malayalam—Daily	} CPI (M)
	Deshabhimani	Malayalam—Weekly	
4.	Janayugam	Malayalam—Daily	CPI
5.	Janashakthi	Hindi—Daily	} CPI
	Mas-aol	Urdu—Weekly	
6.	Patriot	English—Daily	} CPI
	Link	English—Daily	
7.	Yugdharm	Hindi—Daily	} RSS
	Swadesh	Hindi—Daily	
	Tarun Bharat	Marathi—Daily	
8.	Akali Patrika	Punjabi—Daily	Akali Dal
9.	Kalantar	Bengali—Daily	CPI

12. Families and individuals with long association with the newspaper industry seem to hold a good place in Bengali, Hindi, Urdu and Assamese language newspapers. We may once again mention that some of the newspaper owners do have known political associations. These have been mentioned in individual accounts on the newspaper establishments.

13. The list of newspaper establishments about which we could not obtain adequate data to determine their association is given in Table-X. Though their number is large, the share of the unidentified establishments, in the national newspaper circulation, was only 2.41 per cent. We feel that most of these

newspapers were small establishments, probably with little business or industry linkages. Most of these are more likely to be journalist-cum-editor and single person dominated establishments catering to local readers.

14. The Commission has sought our comments on the association of 20 periodicals. Our comments, in brief, are given in Table-XI.

15. For each category, newspaper establishment-wise accounts are as follows :

TABLE-X

Showing Newspaper for which adequate information was not available

Name of the Newspaper	Language	Place of Publication	Circulation	Particulars of ownership
1	2	3	4	5
Awaz . .	Hindi	Dhanbad	20,464	Brahmdeo Singh Sharma
Bharat Mail .	Hindi	Patna	14,722	Navashakti Publishing Company Ltd.
Chandrika .	Malayalam	Kozi Kode	27,022	Muslim Printing Press & Publishing Co. Ltd.
Dina Karan .	Tamil	Madras	32,322	Kumar Publication (Trust)
Katusatya .	Oriya	Sambalpur	NA	Shib Narayan Bohedar
Kerala Sree .	Malayalam	Alleppy	4,000	Mrs. Thukammal
Lok Sevak .	Bengali	Calcutta	NA	Loksevak Publishing House (P) Ltd.
Malvika . .	Tamil	Madras	20,690	Veena Anand
Marathwada .	Marathi	Aurangabad	19,190	Marathwada Trust
Milap . . .	Urdu	Delhi	23,527	Omprakash & Sarv Mittar
Nagpur Patika	Marathi	Nagpur	19,190	Not available
Nagpur Times	English	Nagpur	24,593	Naya Samaj Ltd.
Nava Prabhat .	Hindi	Gwalior	11,073	Hindustan Journals (P) Ltd.
Paigam . . .	Bengali	Calcutta	15,117	Mohammad Ghosul Anam Khan & Others.
Prabhat . . .	Gujarathi	Ahmedabad	5,880	New Prabhat Publicity Co.
Rozana Hind .	Urdu	Calcutta	5,785	Rozana Hind Trust
Samdhar . .	Marathi	Sholapur	17,111	Sangam Paper Corporation
Satya Samwad	Hindi	Kanpur	15,574	Swatantra Journals
Satya Jug	Bengali	Calcutta	16,121	Satya Jug Publications Pvt. Ltd.
Swarajya	Oriya	Bhubaneswar	10,363	Swatantra Press Management Committee

TABLE-XI

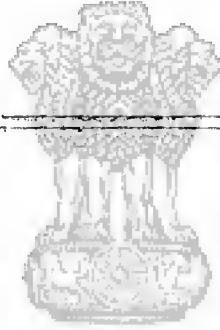
Showing Associations of Some Periodicals
(As referred by the Second Press Commission)

Sl. No.	Name of the Publication	Language	Periodicity	Place of Publication	Name of the Establishment	Remarks on ownership and control
1		2	3	4	5	6
1.	Awami Iqdam	Urdu	Weekly	Delhi	Siraj Pracha	Individual
2.	Blitz	English	Weekly	Bombay	Blitz Publishers (P) Ltd.	Karanjia Family
3.	Caravan	English	Fortnightly	Delhi	Delhi Press Samachar Patra	Family
4.	Desh Hitaishi	Bengali	Weekly	Calcutta	West Bengal State Committee of C.P.I. (M)	Communist Party of India (Marxist)
5.	India Today	English	Fortnightly	Delhi	Living Media India Ltd.	Puri Family Previous association with a foreign company
6.	Janasakthi	Tamil	Weekly	Madras	M.V. Sundaram R. Nallaksanna	The Communist Party of India.
7.	Mangai	Tamil	Monthly	Madras	Chandamama Publications	Film industry
8.	Nai Duniya	Urdu	Weekly	Delhi	Abdul Waheed Siddiqui	Individual
9.	On Looker	English	Fortnightly	Bombay	Publicity Society of India Ltd.	Indian National Press (Bombay) having business interests.
10.	Organiser	English	Weekly	Delhi	Bharat Prakashan (Delhi) Ltd.	RSS
11.	Shree	Marathi	Weekly	Bombay	Sakal Papers (P) Ltd.	Parulekar Family who brings out Sakal news paper.
12.	Sun	English	Weekly	Delhi	Sun Publications	Vishwabandhu Gupta family; Tej daily is associated with this weekly.
13.	Surya India	English	Monthly	Delhi	Young Printers & Publications (P) Ltd.	Mrs. A. Anand. Mrs. Menka Gandhi is the Editor.
14.	Thuglok	Tamil	Fortnightly	Madras	R. Venkatraman & Others	Individual : 'Cho' Ramaswamy is the Editor.

On five of the periodicals we do not have any information.

These are : *Bori Bunder*, *Charotar Bhoomi*, *Hunkar*, *Kalkandu* and *Sabdum*.

CATEGORY A
NATIONAL MONOPOLY HOUSE
ASSOCIATED ESTABLISHMENTS



सत्यमेव जयते



सत्यमेव जयते

BENNETT COLCMAN & COMPANY Ltd.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Time of India	English	Daily	Bombay, Delhi/ Ahmedabad
(ii) Economic Times	English	Daily	Bombay, Delhi, Calcutta
(iii) Nav Bharat Times	Hindi	Daily	Delhi, Bombay
(iv) Evening News of India	English	Daily	Bombay
(v) Sandhya Times	Hindi	Daily	Delhi
(vi) Maharashtra Times	Marathi	Daily	Bombay
(vii) Illustrated Weekly of India	English	Weekly	Bombay
(viii) Dharma Yug	Hindi	Weekly	Bombay
(ix) Dinman	Hindi	Weekly	Delhi
(x) Youth Times	English	Fortnightly	Delhi

2. Directors	Other Directorships Held	Association
(i) Ashok Kumar Jain (Chairman) S/o Shanti Prasad Jain	P.N.B. Finance Ltd. Bhrati Nidhi Ltd. Sahu Jain Ltd. Sahu properties	Sahu Jain Sahu Jain Sahu Jain
(ii) Narendra Kumar		
(iii) Dr. Nihar Ranjan Ray		
(iv) T. K. Kukol		

3. Top Shareholders		
(i) Bharat Nidhi Ltd.	(21.42 %)	Sahu Jain
(ii) Ashoka Holdings Ltd	(14.11 %)	Sahu Jain
(iii) Ashoka Viniyoga Ltd.	(12.54 %)	Sahu Jain
(iv) Sahu Jain Ltd.	(11.71 %)	Sahu Jain
(v) P. N. B. Finance Ltd.	(11.37 %)	
(vi) Ashok Kumar Jain	(5.35 %)	
(vii) Sahu Jain Charitable Trust Society	(4.97 %)	
(viii) Akshaya Kumar Jain & Lakshmi Chandra Jain	(3.13 %)	
(ix) Nemichandra Jain & Prabhu Dayal Dabriwala	(3.13 %)	
(x) Manoj Kumar Jain	(2.90 %)	Sahu Jain

4. Other Information

The Bennett Coleman & Company Ltd. holds investments in Sahu Jain House companies and other related companies, these are

- (i) Rohtas Industries Ltd.
- (ii) New Central Jute Mills Company Ltd.
- (iii) Welcast Steels Ltd.
- (iv) Andhra Cement Company Ltd.
- (v) Turner Morrison & Company Ltd.
- (vi) Sahu Jain Services Ltd.
- (vii) Panchsheel Shipping Ltd.

The top five shareholding companies belong to the S. P. Jain family. The House companies and family members hold majority shares in the Bennett Coleman Ltd. The company was included under the Sahu Jain House by the Monopolies Inquiry Commission and the Industrial licensing Policy Inquiry Committee. As on 31-12-1979, the case of the company was resulting for not having been registered under Section 26 of the MRTP Act as a House company.

Conclusion

The Bennett Coleman & Company Ltd. is a company under the effective control of the Jain family, therefore, it should be treated as a constituent of 'Sahu Jain House'—a well known industrial group of companies in India.

2. EXPRESS NEWSPAPERS

This group of newspapers is under control of four companies, namely, (a) Indian Express Newspapers (Bombay) Ltd.; (b) Indian Express (Madurai) Ltd.; (c) Andhra Prabha Ltd.; and (d) Traders Private Ltd.

(a) INDIAN EXPRESS NEWSPAPERS (BOMBAY) LTD.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Lok Satta	Marathi	Daily	Bombay
(ii) Indian Express	English	Daily	Bombay, Delhi, Chandigarh Ahmedabad
(iii) Financial Express	English	Daily	Bombay, Delhi
(iv) Loka Prabha	Marathi	Weekly	Bombay
2. Directors :	Other Directorships held :		Association
(i) Ram Nath Goenka			
(ii) B. D. Goenka	Hindustan Aluminium Corpn. Dalmia Cement (Bharat) Ltd. Electrosteel Castings Ltd.		(Birla) (J. Dalmia)
(iii) Anil Kumar Agarwal			
(iv) Rajesh Prasad Khaitan			
(v) D. P. Sonthalia			
3. Top Shareholders			
Equity			
(i) Nariman Point Bldg. Services & Trading (P) Ltd.		Rs. 13,70,000	Goenka
(ii) Pratibha Badrinarayan		9,94,000	
(iii) R. K. Goenka		5,00,000	
(iv) P. V. S. Charities		4,95,000	
(v) Saroj Goenka		3,70,000	Goenka
(vi) R. Madhavan		3,50,000	
(vii) Kamala Ramakrishnan & V. S. Tyagaraja Mudaliar		3,20,000	
(viii) Airlines Hotels & Caterers (P) Ltd.		2,71,000	Goenka
(ix) Kavita Goenka		2,40,000	Goenka
(x) Kamala Ramakrishnan		2,00,000	
Preference			
(i) Arati Agarwal		7,87,000	Goenka
(ii) Prema Srinivasan		6,25,000	
(iii) Manojkumar Sonthalia		4,37,000	
(iv) Ritu Ganeriwal		3,00,000	Goenka
(v) Kavita Goenka		3,00,000	Goenka
(vi) Saroj Goenka		3,00,000	Goenka

4. Other Information

Arati (Goenka) Agarwal, Ritu (Goenka) Ganeriwal and Kavita (Goenka) Singhania are daughters of Saroj Goenka, wife of B.D. Goenka and daughter-in-law of R. N. Goenka. According to the Annual Report Nariman point Building Services and Trading (P) Ltd. is a wholly owned subsidiary of the Indian Express Newspapers (Bombay) Ltd. In 1976, shareholders of the company included (i) Dalmia Cement (Bharat) Ltd., (ii) Radha Krishna Dalmia, (iii) Gwalior Rayon Silk Mfg. & Wvg. Company Ltd. (Birla), (iv) Pilani Investment Corporation Ltd. (Birla), and (v) Ratanlal Dalmia (P) Ltd., National Company Ltd. also held shares in the Indian Express Newspapers (Bombay) Ltd. till 1977.

Shriyans Prasad Jain, father of Saroj Goenka was Chairman of the company in 1961.

(b) INDIAN EXPRESS (MADURAI) LTD.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Indian Express	English	Daily	Bangalore, Cochin, Madras, Vijaywda, Madurai, Hyderabad
(ii) Dinamani	Tamil	Daily	Madurai, Madras
2. Directors : (1979)			Associations
(i) Saroj Goenka	Managing Director		Daughter-in-law of R. N. Goenka
(ii) R. N. Goenka			Goenka family
(iii) Anil Kumar Agarwal			
(iv) Arati (Goenka) Agarwal			Goenka
(v) Krishana Khaitan			

3. Top Shareholders

This is a wholly owned subsidiary of the Indian Express Newspapers (Bombay) Ltd.

4. Other Information

K. K. Birla of the Birla House was Chairman of the company at one time. He, however, resigned during 1976.

The company has a wholly owned subsidiary, Ace Investments Ltd. and holds 5% shares in Express Traders, a partnership firm. The other partners in the firm (Express Traders) are Indian Express Newspapers (Bombay) Ltd. (5%), Andhra Prabha Ltd. (5%) and Express Newspapers Ltd. (85%).

(c) ANDHRA PRABHA LTD.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Andhra Prabha	Telugu	Daily	Vijayawada, Bangalore, Hyderabad.
(ii) Kannada Prabha	Kannada	Daily	Bangalore.
2. Directors : (1979)			
(i) Saroj Goenka			Goenka family
(ii) R. N. Goenka			Goenka family
(iii) Anil Kumar Agarwal			Goenka family
(iv) Ritu Ganeriwal			Goenka family

3. Top Shareholders

Entire share capital is held by the holding company, Indian Express Newspapers (Bombay) Ltd.

(d) TRADERS PRIVATE LIMITED

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Jana Satta	Gujarati	Daily	Ahmedabad, Rajkot
(ii) Lok Satta	Gujarati	Daily	Baroda
(iii) Nutan Gujarat	Gujarati	Weekly	Ahmedabad

2. Top Shareholders

This is a wholly owned subsidiary of the Indian Express (Madurai) Ltd.

Other Information

R. N. Goenka family controls the apex company, namely, the Indian Express Newspapers (Bombay) Ltd. It has four subsidiaries namely, (i) The Indian Express (Madurai) Ltd. (ii) The Andhra Prabha Ltd. (iii) Nariman Point Building Services & Trading (P) Ltd. and (iv) The Express Newspapers Ltd. The Ace Investments (P) Ltd. and the Traders (P) Ltd. are subsidiaries of the Indian Express Madurai Ltd.

The Express Newspapers Ltd. holds shares in (i) Bharat Nidhi Ltd. (Sahu Jain), and (ii) Dhrangadhra Chemical Works Ltd. (Shri yans Prasad Jain).

Conclusion

The R. N. Goenka House is a closely held family group. The Goenka family is related to Sahu Jain House. Saroj Goenka (wife Late B. D. Goenka) is daughter of Shriyans Prasad Jain who was a brother of S. P. Jain (Sahu Jain House). Sahu Jain group controls the Bennett Coleman & Co. Ltd. While we consider the Express Group of Newspapers to be directly under control of the Goenka family, it may be of interest to underline the possible close coordination of the Express Group of newspapers with that of the Bennett Coleman Company Ltd. in the near future.

3. HINDUSTAN TIMES & ALLIED PUBLICATIONS

This group of Newspapers is under control of four companies, namely, (A) Hindustan Times Ltd.; (B) Behar Journal Ltd.; (C) Newspapers Ltd.; and (D) Eastern Economist Ltd. These are closely associated undertakings.

(A) HINDUSTAN TIMES LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Hindustan Times	English	Daily	Delhi
(ii) Hindustan Times Evening News	* English	Daily	Delhi
(iii) Morning Echo	English	Daily	Delhi
(iv) Hindustan	Hindi	Daily	Delhi
(v) Overseas Hindustan Times	English	Weekly	Delhi
2. Directors	Other Directorships Held :		Association
(i) KK Birla (Chairman)	Indian Steamship Co. Ltd.		Birla
	Zuari Agrochemical Co. Ltd.		Birla
	TEXMACO Ltd.		Birla
	and others.		
(ii) K. C. Mathur			
(iii) D. R. Dani			
(iv) S. N. Gupta			
(v) M. L. Khandelia			
(vi) G. N. Dalmia			
(vii) O. P. Khaitan	Dalmia Dairy Industries Ltd.		Dalmia
	J. K. Industries Ltd.		J. K. Singhanian
	Bharat Nidhi Ltd.		Sahu Jain
	Oriental Carpet Mfg. (I) Ltd.		Birla
	Electric Construction & Equipment Company Ltd. and others.		Birla
3. Top Shareholders	Rs.		
(i) Birla Brothers (P) Ltd.	4,31,000		Birla
(ii) Oudh Sugar Mills Ltd.	2,62,000		Birla
(iii) TEXMACO Ltd.	2,62,000		Birla
(iv) Birla Jute Mfg. Company Ltd.	2,40,000		Birla
(v) Sulej Cotton Mills Supply Agency Ltd.	1,12,000		Birla
(vi) Pilani Investment Corpn. Ltd.	60,000		Birla
(vii) Late Pt. Madan Mohan Malviya	17,000		
4. Other Information			

Bharat Nidhi, the largest shareholder in the Bennett Coleman and Company Ltd. held nominal shares in the company in 1978

(B) BEHAR JOURNAL LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Search Light	English	Daily	Patna
(ii) Pradip	Hindi	Daily	Patna
2. Directors :	Other Directorships Held		Association
(i) K. C. Sarda			
(ii) M. L. Khandelia			
(iii) O. P. Adukia	Bharat Sugar Mills Ltd.		Birla
(iv) H. L. Baheti	Oudh Sugar Mills Ltd.		Birla
(v) G. P. Dhurka	Govind Sugar Mills Ltd.		Birla
(vi) Chandra Madhav Pd. Sinha			
(vii) Dr. Gauri Shankar Rajhans.			
3. Top Shareholders			
		Rs.	
(i) New India Sugar Mills Ltd.		11,50,610	Birla
(ii) Darbhanga Marketing Co. Ltd.		26,000	Birla

(C) NEWS PAPERS LTD.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Bharat	Hindi	Daily	Allahabad
2. Directors :	Other Directorship held :		Association
(i) O. P. Adukia	Bharat Sugar Mills Ltd.		Birla
(ii) O. P. Jhunjhunwala			
(iii) G. P. Dhurka	Govind Sugar Mills Ltd.		Birla
(iv) Rajendra Sharma			
3. Top Shareholders			
(i) Bharat Arogya Mandlr			Birla
(ii) Pilani Investment Corporation Ltd.			Birla
(iii) Birla Jute Mfg. Company Ltd.			Birla
(iv) Upper Ganges Sugar Mills Ltd.			Birla
(v) Oudh Sugar Mills Ltd.			Birla
(vi) Saran Trading Company Ltd.			Birla

(D) EASTERN ECONOMIST LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Eastern Economist	English	Weekly	Delhi
2. Directors			
(i) B. N. Saxena			
(ii) Dalip Singh			
(iii) Maj. Gen. U. C. Dubey			
3. Top Shareholders			
		Rs.	
(i) Birla Jute Mfg. Co. Ltd.		40,000	Birla
(ii) Bharat Arogya Mandir		40,000	Birla
(iii) Pilani Investment Corpn. Ltd.		40,000	Birla
(iv) Sutlej Cotton Mills Ltd.		40,000	Birla
(v) Birla Cotton Spg. & Wvg. Mills Ltd.		37,200	Birla

Other Information

The Newspapers Ltd. and the Eastern Economist Ltd. are registered as Birla House company under the MRTP ACT Hindustan Times Ltd. and Behar Journal Ltd. were included in the Birla House of companies by the Monopolies Inquiry Commission and the Industrial Licensing Police Inquiry Committee. These companies have been asked to explain as to why they have not been registered themselves under the MRTP Act.

Conclusion

In view of the facts noted above, we consider, that the group of companies covered above are under control of the Birla House.

4. MALAYALA MANORAMA COMPANY LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Malayala Manorama	Malayalam	Daily	Kottayam, Calicut, Cochin.
2. Directors : (1978)	Other Directorships held :		Association
(i) K. M. Varghese Mappillai	Gokul Rubber & Tea Plantations Ltd.		
(ii) K. C. Mammen	Madras Rubber Factory Ltd.		(Large undertaking)
	Badra Coffee Estates Ltd.		
(iii) Mammen Eapen	Madras Rubber Factory Ltd.		(Large undertaking)
	Balanoor Tea & Rubber Co. Ltd.		
(iv) Dr. Peter Philip	Devon Tea & Produce Co. Ltd.		
(v) P. T. Thomas	Tropical Plantations Ltd.		
	Malankara Rubber & Produce Company Ltd.		
(vi) N. V. Kurian			
(vii) S. G. Keshava Murthy			
(viii) B. V. Abdulla Koya			
3. Top Shareholders		Rs.	
(i) Dr. Peter Philip		1,10,700	
(ii) Jacob Mathew		95,400	
(iii) Karun Philip		90,000	
(iv) George Jacob		90,000	
(v) Mrs. Mariamma Kurien		74,470	
(vi) Arun Mammen		72,900	
(vii) M. M. Charity Trust		71,720	
(viii) A. G. Mathews		70,200	
(ix) Jayant Mammen		67,950	
(x) Mrs. Beebi Mammen		67,500	

4. Other Information

Late K. C. Mammen Mappillai's family controls this company alongwith M. R. F. The MRF is a House, under MRTP Act 1969, and has a number of closely associated plantation companies and rubber processing units.

Conclusion

Malayala Manorama Company Ltd. is a company which has to be treated as a part of the MRF (Madras Rubber Factory) House.

5. PIONEER LTD.

1. Name of the Publication	Language	Periodicity	Place of publication
(i) Swatantra Bharat	Hindi	Daily	Lucknow
(ii) Pioneer	English	Daily	Lucknow
(iii) Swatantra Bharat Suman	Hindi	Weekly	Lucknow
2. Directors	Other Directorships Held :		Association
(i) S. R. Dhaw Singhka			
(ii) Hon'ble Raja Yuvaraj Dutt Singh of Oel Lakhimpur Kheri			
(iii) Devendra Swarup	Raza Textile Ltd.		JP Srivastava
	Gwalior Sugar Co. Ltd.		JP Srivastava
	Jwala Fabrics Ltd.		JP Srivastava
(iv) S. N. M. Tripathi			
(v) Kawshal Kishore Seth			
(vi) Gokuldass Nagory			
(vii) Raja Syed Sajid Husain			
(viii) Shishir Jaipuria			

3. *Top Shareholders :**Ordinary Shares :*

	Rs.	
(i) Suneti Devi Jaipuria	48,750	Jaipuria
(ii) Sharad Jaipuria	48,050	Jaipuria
(iii) Shishir Jaipuria	34,850	Jaipuria
(iv) Y. A. Dikshit & Girdhari Singh	32,250	
(v) British Indian Association of Avadh	30,925	
(vi) Smita Jaipuria	27,500	Jaipuria
(vii) Gayathri Devi Jaipuria	16,250	Jaipuria
(viii) Anjali Jaipuria	12,500	Jaipuria
(ix) Jawala P. Srivastava	8,250	JP Srivastava

4. *Other Information*

The Report of the Committee on Newspaper Economics had pointed out that the company indulged in cotton yarn trade on behalf of a private mill. The Jaipuria family members are dominant shareholders of the company. J.P. Srivastava and Jaipuria are two private industrial Houses based in Kanpur. Information obtained by us suggests control over the unit by the Jaipurias.

Conclusion

We consider this company to be under control of Jaipuria House with close association of Srivastava family.

6. SANMARG (P) LTD..

1. <i>Name of the Publication</i>	<i>Language</i>	<i>Periodicity</i>	<i>Place of Publication</i>
(i) <i>Sanmarg</i>	Hindi	Daily	Calcutta

*Directors : (1978)**Other Directorships held :**Association*

(i) Janardan Prasad Kanoria	Nellimarla Jute Mills Co. Ltd. Universal Paper Mills Ltd.	G. Nagarmull
(ii) B. S. Gupta	Nellimarla Jute Mills Co. Ltd. Ranicherra Tea Co. Ltd. Sungma Tea Company Ltd. Naihati Jute Mills Co. Ltd. Basant Paper Mills Ltd.	S. Nagarmull S. Nagarmull S. Nagarmull
(iii) Ramnath Sharma		
(iv) Ramawatar Gupta	Nellimarla Jute Mills Company Ltd. Ranicherra Tea Co. Ltd. Universal Paper Mills Ltd. Soorajmull Chhotaylal (P) Ltd. Dalhousie Investment Trust Company Ltd.	S. Nagarmull S. Nagarmull S. Nagarmull S. Nagarmull

3. *Top Shareholders (1978)*

(i) Janardan Prasad Kanoria & Ramawatar Gupta (Trustees of Bharat Charity Trust)	1865 shares	
(ii) Nellimarla Jute Mills Co. Ltd.	500 shares	S. Nagarmull
(iii) Sharad Kumar Ganeriwalla *	500 shares	
(iv) Dalhousie Investment Trust Co. Ltd.	490 shares	S. Nagarmull
(v) Janardan Prasad Kanoria	365 shares	
(vi) Sarla Devi Kanoria	328 shares	
(vii) Janardan Prasad Kanoria	300 shares	
(viii) Narbadi Devi Kanoria	250 shares	
(ix) Soorajmull Chhotaylal (P) Ltd.	200 shares	S. Nagarmull
(x) Kashiram Gupta	75 shares	

4. *Other Information*

The company has investments in Nellimarla Jute Mills Company Ltd. (Soorjmul Nagarmull House) and in Monotype India Ltd.

Conclusion

This company is under control of the Soorajmull Nagarmull House.

7. STATESMAN LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Statesman</i>	English	Daily	Calcutta, Delhi
(ii) <i>Junior Statesman</i>	English	Weekly	Calcutta
(iii) <i>Statesman Weekly</i>	English	Weekly	Calcutta
2. Directors	Other Directorships Held :		Association
(i) Sir Birendranath Mokherjee	Martin Burn Ltd. Shri Synthetics Ltd. Jardine Henderson Ltd.		Martin Burn Bangur J. Henderson
(ii) Jayantilal Chhotatalal Shah (Chairman)			
(iii) Chinubhai Chimanlal Chokshi	C. C. Chokshi & Company Hindustan Brown Boweri Ltd. Delhi Cloth & General Mills Ltd. NMM Ltd. May & Bayker (I) Ltd. Laxmi-Vishnu Textile Mills Ltd. Shri Ambica Mills Ltd. and others.		FERA Shriram Mafatlal FERA Shri Ambica
(iv) Prof. Vadakadath Varkay John			
(v) Tarun Banerjee			
(vi) C. R. Irani			
3. Top Shareholders	Rs.		
(i) Andrew Yule & Company Ltd.	9,96,600		Formerly a Foreign Subsidiary; now nationalised.
(ii) Martin Burn Ltd.	7,89,500		Martin Burn
(iii) Guest, Keen & Williams Ltd.	5,94,000		Foreign Subsidiary
(iv) JC Shah, CR Irani & RM Chatterjee	6,93,000		
(v) Central Bank of India Ltd., Bombay	4,29,000		
(vi) SP Mehta, SJ Sorabjee, IM Chogla & JR Gagrati	3,63,000		
(vii) C. R. Irani & Tarun Banerjee	3,46,500		
(viii) C. R. Irani & V. V. John	3,46,500		
(ix) S. J. Sorabjee, I. M. Chogla, J. R. Gagrati & H. P. Banina	3,13,500		
(x) S. J. Sorabjee, I. M. Chogla J. R. Gagrati & Y. H. Malegam	3,13,500		

4. Other Information

Statesman Ltd. was included under the Andrew Yule House by the ILPIC. During the past few years a number of changes are reported in the shareholding structure of the company as a number of industrial Houses bought shares of the Statesman Ltd. The important industrial Houses being : Tatas, Mafatlal, Khatau, Martin Burn, and G. K. W. While individual shareholders might have changed, the Statesman Ltd. continues to be under control of a group of industrial houses and foreign interests.

Conclusion

We consider the Statesman Ltd. as an enterprise under Joint ownership and control of a group of private industrial Houses. It is not under control of any one industrial House but industry interests are only too obvious.

8. V. S. DEMPO & COMPANY (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Navhind Times</i>	English	Daily	Panjim
(ii) <i>Navprabha</i>	Marathi	Daily	Panjim
2. Directors :	Other Directorships Held :		Association
(i) Vasantao S. Dempo (Chairman)	Goa Carbon Ltd. Dempo Steamships Ltd.		V. S. Dempo V. S. Dempo
(ii) Vaikunthrao S. Dempo	Goa Carbon Ltd. Dempo Steamships Ltd.		V. S. Dempo V. S. Dempo
(iii) Vasudeva V. Dempo	Dempo Steamships Ltd.		V. S. Dempo

3. Other Information

The company is registered under the Monopolies and Restrictive Trade Practices Act, 1969, as constituent of the V. S. Dempo House.

Conclusion

The publication unit is under control of Dempo House.

CATEGORY B
LOCAL INDUSTRY & BUSINESS ASSOCIATED UNITS



सत्यमेव जयते



9. ANDHRA PRINTERS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Andhra Jyoti	Telugu	Daily	Vijayawada
2. Directors :	Other Directorships Held :		Association
(i) K. L. N. Prasad (Chairman & Managing Director)	International Computers Indian Mfgs. Ltd. FERA Andhra Pradesh State Financial Corporation Andhra Bank Ltd. General Industrial Society Ltd. Birla Associated Cement Companies Ltd. ACC Lakshmi Films Lakshmi Finances Lakshmi Combines Hotel Banjara Ltd. Indo National Ltd. Madanapalle Spinning Mills Ltd. Biological Evans Ltd. and Others. Glaxo Vijayawada Bottling Co. Ltd. Andhra Bank Ltd.		
(ii) K. S. Dutt			
(iii) P. V. Raghava Raju			
(iv) K. S. Krishna Murty			
(v) Y. Ramakrishna Babu			
(vi) M. Rammohan			
(vii) C. Rajendra Prasad			
(viii) Ch. Umamaheswara Rao			
(ix) S. Padmavathi			

3. Other Information

The company held shares in the following joint stock companies during the year 1979 :

- (i) General Industrial Society Ltd. (Sold during the year)
- (ii) Andhra Bank Ltd.
- (iii) Kirlampudi Sugar Mills Ltd., and
- (iv) Aluminium Industries Ltd.

K. L. N. Prasad is a Member of Rajya Sabha.

Conclusion

This unit has clear business interests outside the newspaper activity.

10. HAZARILAL SHARMA & OTHERS

This group of newspapers is controlled by (A) Hazarilal Sharma and (B) V. N. Sharma and V. K. Sood.

(A) HAZARILAL SHARMA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Rashtradaot	Hindi	Daily	Kota, Jaipur
2. Other Information	Hazarilal Sharma is a Director of Baidyanath Ayurvedic Pharmacy (P) Ltd		

(B) V. N. SHARMA & V. K. SOOD

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Dainik Madhya Desh	Hindi	Daily	Bhopal, Jhansi, Gwalior
2. Partners	(i) V. N. Sharma (ii) V. K. Sood		

3. *Other Information*

It is understood that V. N. Sharma is associated with Baidyanath Ayurvedic Pharmacy (P) Ltd.

Other Information

The R. N. I. Report shows these two units as different ones. We have put them together because of their close association with the Baidyanath Ayurvedic Pharmacy (P) Ltd.

Conclusion

These units are connected with local industry.

11. INDIAN NATIONAL PRESS (BOMBAY) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Free Press Journal	English	Daily	Bombay
(ii) Free Press Bulletin	English	Daily	Bombay
(iii) Jan Shakti	Gujarati	Daily	Bombay
(iv) Navashakti	Marathi	Daily	Bombay
2. Directors			
	Other Directorships Held	Association	
(i) Jai Kumar Karnani (Chairman & Managing Director)	Bikaner Gypsums Ltd.		
(ii) P. L. Sonthalia	Lakurka Coal Company Ltd.		
(iii) A. K. Das			
(iv) P. N. Motto			
(v) N. K. Kothari			
3. Top Shareholders			
		Rs.	
(i) I. K. Agencies (P) Ltd.		4,98,000	
(ii) A. B. Nair (Dead) & Smt. Chandrabai A. B. Nair		95,000	
(iii) Kamal A. Baliga (Dead)		89,000	
(iv) N. K. Sengupta, Tribhuvan D. Chatbur & Saroj Kumar Mukherjee		81,500	
(v) Jai Kumar Karnani		80,000	
(vi) Trustees of Seth I. K. Charitable Trust		60,000	
(vii) Uma Srinivasan		57,500	
(viii) Diamond Investment & Prop. Co. Ltd.		45,000	
(ix) Satyanarayan Mundhra, Baidyanath Mishra & S. K. Mukherjee, Trustees of Education & Welfare Trust, Calcutta		40,000	
(x) Rajendra Kumari Karnani		40,000	

4. *Other Information*

Mrs. Kamal A. Baliga (Dead) is also a shareholder in Raisina Publications Ltd. and United India Periodicals Ltd. It may be mentioned that we have shown the association of the Raisina Publications and the United India Periodicals as associated with Community Party of India. Our information is that the publication unit has been taken over by the 'Karnani' family, a Calcutta base industrialist group.

Conclusion

Outlooker is a closely associated publication and we understand this unit is controlled by 'Karnani' family which also has business interests outside the newspaper industry.

12. JAGRAN PRAKASHAN & ALLIED PUBLICATIONS

1. This group of newspapers is controlled by (A) Jagran Prakashan (P) Ltd.; (B) Madan Mohan Gupta; (C) Jai Chandra Arya & Others; and (D) Y. N. Gupta.

(A) JAGRAN PRAKASHAN (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Daily Jagran	Hindi	Daily	Kanpur
(ii) Dainik Jagran	Hindi	Daily	Allahabad, Gorakhpur

2. *Directors and Shareholders*

- (i) Purn Chand Gupta (Chairman)
- (ii) Narendra Gupta
- (iii) Yogendra Mohan Gupta
- (iv) Mahendra Mohan Gupta
- (v) Dharendra Mohan Gupta
- (vi) Devendra Mohan Gupta
- (vii) Shailendra Mohan Gupta

Each of these seven directors hold one-seventh of the capital.

3. *Other Information*

The following units are under the same management as that of the company :

- (i) Jagran Publications
- (ii) Jagran Press
- (iii) Jagran Micro Motors Ltd.
- (iv) Flocks India (P) Ltd.
- (v) Fibre Flocks
- (vi) Kanchan Properties Ltd.
- (vii) Kanchan Printing Press.

The paper was started as an independent business but now the proprietors have diversified into automobile parts, electronics and so on.

(B) MADAN MOHAN GUPTA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Dainik Jagran	Hindi	Daily	Bhopal, Rewa

2. *Other Information*

Madan Mohan Gupta is related to the shareholders of Jagran Prakashan (P) Ltd.

(C) JAI CHANDRA ARYA & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Jagran	Hindi	Daily	Jhansi, Allahabad
2. Partners			
(i) Rajendra Kumar Gupta		30% share	
(ii) Virendra Kumar		30% share	
(iii) Jai Chandra Arya		20% share	
(iv) Yashovardhan Gupta		20% share.	

3. *Other Information*

The partners are related through family relationship with the management of Jagran Prakashan (P) Ltd.

(D) Y. M. GUPTA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Jagran	Hindi	Daily	Lucknow

2. *Other Information*

All the units are related with each other through Jagran Publications, a unit under the same management as that of Jagran Prakashan (P) Ltd.

Conclusion

This unit is also clearly associated with local industry outside the newspaper industry.

13. K. GEORGE THOMAS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Kerala Bhushanam	Malayalam	Daily	Kottayam
(ii) Kerala Dhvani (Evening)	Malayalam	Daily	Kottayam

Conclusion

The management of the unit is closely associated with plantation industry.

14. K. C. AGGARWALA & ALLIED PUBLICATIONS.

1. This group of newspapers is controlled by (A) K. C. Aggarwala & others, a partnership firm, and (B) Swadeshwari Printers & Publishers (P) Ltd. The two units are closely related.

(A) K. C. AGGARWALA & OTHER

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Dainik Vishwamitra</i>	Hindi	Daily	Kanpur, Bombay, Calcutta
2. Partners			
(i) K. C. Aggarwala		One-third share	
(ii) A. C. Aggarwala		One-third share	
(iii) H. C. Aggarwala		One-third share	

(B) SWADESHWARI PRINTERS & PUBLISHERS (P) Ltd.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Cine Advance</i>	English	Weekly	Calcutta
(ii) <i>Cine Advance</i>	Hindi	Weekly	Calcutta
2. Directors			
(i) N. C. Aggarwala (Managing Director)			
(ii) K. C. Aggarwala			
(iii) Swadeshwari Devi			
(iv) A. C. Aggarwala			

Conclusion

Shri Moolchand Aggarwala, father of K. C. Aggarwala, founded the newspaper. The family, we understand, has business concerns outside the newspaper industry.

15. KERALA KAUMUDI (P) Ltd.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Kerala Kaumudi</i>	Malayalam	Daily	Trivandrum
2. Directors (1978)			
(i) M. S. Madhusoodanan (Managing Director)			
(ii) M. S. Sreenivasan			
(iii) M. S. Ravi			
3. Top Shareholders (1978)			
(i) K. Sukumaran			
(ii) C. N. Madhavi			
(iii) M. S. Mani			
(iv) M. S. Madhusoodanan			
(v) M. S. Sreenivasan			
(vi) M. S. Ravi			
(vii) Valsa Mani			
(viii) Sukumaran Mani			
(ix) Julie Madhusoodanan			
(x) Kaumudi Investment (P) Ltd.			

4. Other Information

The Directors of the company are interested either as Directors or relatives of partners or Directors of the following companies and firms :

- (i) Kaumudi Investments (P) Ltd.
- (ii) Kumudi News Services (P) Ltd.
- (iii) Laisa Publications (P) Ltd.
- (iv) Ravi Printers and Publishers (P) Ltd.
- (v) Sreeni Printers and Publishers
- (vi) Ravi Transports
- (vii) Electronic & Equipment Corporation

- (viii) Blue Travels (P) Ltd.
- (ix) Kaumudi Exports (P) Ltd.
- (x) Blue Transports
- (xi) Kaumudi Hotels
- (xii) Kaumudi Films & Publications

Laison Publication (P) Ltd. brings out *Kaala Kaumudi*, a Malayalam weekly from Trivandrum.

Conclusion

This unit has wide business interests outside the newspaper industry.

16. LOK PRAKASHAN LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Gujarat Samachar	Gujarati	Daily	Ahmadabad, Surat
(ii) Lok Samachar	Gujarati	Daily	Ahmedabad
2. Directors	Other Directorship Held		Association
(i) Chinubhai Chimanbhai (Chairman)	Shri Ambica Mills Ltd. Atul Products Ltd. Saraspur Mills Ltd. Atic Industries Ltd. Arvind Mills Ltd. Arunoday Mills Ltd. Tarun Commercial Mills Ltd. Cama Hotels Ltd. C. S. Hotels (P) Ltd.		K. Lalbhai K. Lalbhai K. Lalbhai
(ii) Shantilal A. Shah (Managing Director)			
(iii) Girdharilal Damodardas			
(iv) Ratilal Khushaldas			
(v) Smruti Shreyans Shah			
(vi) Dineshbhai P. Patel.			
3. Top Shareholders			
(i) Shalibhadra Shantilal Shah		Rs. 48,700	
(ii) Shantilal Amratlal Shah, Bahubali Shantilal, Shalibhadra Shantilal, Shreyans Shantilal		46,000	
(iii) Shreyans Shantilal Shah		44,500	
(iv) Shantilal Amratlal Shah & Vimal Shantilal Shah		35,500	
(v) Bahubali Shantilal Shah		30,400	
(vi) Shalibhadra Shantilal Shah		26,200	
(vii) Nirman Shreyans Shah by his Guardians Shreyans S. Shah Shantilal Shah		22,500	
(viii) Shreyans Shantilal Shah, Bahubali Shantilal Shah, Shalibhadra Shantilal Shah		23,400	
(ix) Amam Shreyans Shah by his Guardian Shreyans S. Shah		22,500	
(x) Bahubali Shantilal Shah		22,000	

Conclusion

We consider this to be a unit which is like a joint enterprise of the Ahmedabad based industrialists.

17. MANIPAL PRINTERS & PUBLISHERS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Udayavani</i>	Kannada	Daily	Manipal
(ii) <i>Udayavani</i>	Kannada	Weekly	Manipal

2. Directors :

Other Directorships Held

Association

(i) T. Ramesh U. Pai (Chairman)	Karnataka Coir Products Ltd. East West Hotels Ltd. Computer Data Application (P) Ltd. Industrial Credit & Development Syndicate Ltd. Maharashtra Apex Corpn. Ltd. Reliance Textile Industries Bhoruka Steel Ltd. Canara Land Investments Ltd. Canara Land Investments Ltd. Canara Land Investments Ltd. Industrial Credit & Development Syndicate Ltd. Industrial Credit & Development Syndicate Ltd.	Reliance Textile
(ii) T. Satish U. Pai		
(iii) T. Mohandas Pai		
(iv) Dr. Ramdas Pai		
(v) T. Ashok Pai		

3. Top Shareholders

	Rs.
(i) T. Satish U. Pai	3,15,600
(ii) T. Mohandas Pai	3,00,000
(iii) T. Ashok Pai	1,71,300
(iv) T. Ramesh U. Pai	16,500
(v) Ramdas M. Pai	16,500

Conclusion

The management of the company is closely related to industry and banking business.

18. MATHRUBHUMI PRINTING & PUBLISHING COMPANY LTD.

1. Name of the Publication

Language

Periodicity

Place of Publication

(i) Mathrubhumi	Malayalam	Daily	Cochin, Calicut
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2. Directors

- (i) M. J. Krishna Mohan (Managing Director)
- (ii) K. Kumaran Nair
- (iii) A. V. Kuttimalu Amma
- (iv) S. Subramanian
- (v) M. Sanskumari Menon
- (vi) K. Kuttikrishna Menon
- (vii) M. D. Nalaha
- (viii) M. P. Veerendra Kumar
- (ix) P. V. Chandran

3. Top Shareholders

- (i) P. K. Kunnilakshmi Amma
- (ii) N. Krishnan Nair
- (iii) V. Radhakrishnan Eradi
- (iv) Karumathil Komalam
- (v) Leela Thalop
- (vi) The Poor Homes Society
- (vii) Indira Krishnan & Kuttikrishnan Menon
- (viii) V. R. Menon
- (ix) K. Kuttikrishna Menon
- (x) Rohini Achuthan Nair

4. Other Information

M. J. Krishnamohan was a leading planter and agriculturist. He was also a member of the Coffee Board and the Plantation Labour Committee.

V. Radhakrishnan Erady was a Director of Nedungadi Bank Ltd.

Conclusion

This unit has interests outside the newspaper industry; particularly in plantation activities.

19. NAGESWARA RAO ESTATES (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Andhra Patrika</i>	Telugu	Daily	Hyderabad, Vijayawada
(ii) <i>Andhra Sachitrayara Patrika</i>	Telugu	Weekly	Vijayawada
2. Directors	Other Directorships Held		Association
(i) S. Radhakrishna (Managing Director)	Amrutanjan Ltd.		
(ii) S. Kamakshamma			
(iii) S. Nageswara Rao	Amrutanjan Ltd.		
(iv) Ch. Poorna Chandra Rao	Amrutanjan Ltd.		
3. Top Shareholders			
(i) S. Sreerama Murthy (Trustee Kasinadhuni Nageswara Rao, Sivalenka Sambhu Prasad Dharma Nidhi)	72,500		
(ii) S. Radha Krishna	46,900		
(iii) S. Nageswara Rao	37,900		
(iv) S. Seshamma	18,900		
(v) S. Rajeshwari	15,700		
(vi) P. S. N. Murthi	10,000		
(vii) S. Ramayamma	5,000		
(viii) P. Satyanarayana	5,000		
(ix) D. Subba Rao	5,000		
(x) S. Kamakshamma	2,600		

4. Other Information

Amrutanjan Ltd. and *Andhra Patrika* were established by Late K. Nageswara Rao, a well-known freedom fighter. Most of the top shareholders and Directors of the company are relatives of late S. Sambhu Prasad, a well-known journalist and past Managing Director of Amrutanjan Ltd. He was the son-in-law of Late K. Nageswara Rao.

Conclusion

The unit is associated with private industry outside newspaper activity.

20. NAROTHAMDAS LAXMICHAND SHAH

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Jai Hind</i>	Gujarati	Daily	Rajkot, Ahmedabad

2. Other Information

Narothamdas Laxmichand Shah is father of Balubhai Narothamdas Shah. They are local industrialists associated with steel rolling and groundnut oil mills.

Conclusion

This unit is associated with local industry outside the newspaper industry.

21. NEWSPAPERS & PUBLICATIONS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Indian Nation</i>	English	Daily	Patna
(ii) <i>Aryavarta</i>	Hindi	Daily	Patna

2. Directors

- (i) Raj Kumar Subheswar Singh (Chairman & Managing Director)
- (ii) Raj Kumar Yagneshwar Singh
- (iii) Madan Mohan Mishra
- (iv) Hari Nandan Thakur

3. Top Shareholders

- (i) Durga Nand Jha
 - (ii) Dwarka Natha Jha
 - (iii) Madan Mohan Mishra
- } Trustees Residual State of Darbhanga

4. Other Information

In the year 1978, out of a total of 25,000 shares of the company, 24,987 shares were held by Pt. L. K. Jha (since deceased) executor to the will of late Maharajadhiraj Sir Kameshwar Singh. Other units which are under the same management as that of the company are :

- (i) Investment Department, Raj Darbhanga
- (ii) Darbhanga Investment (P) Ltd.
- (iii) Darbhanga Dairy Farm (P) Ltd., and
- (iv) Thacker Spink & Company (P) Ltd.

Thacker Spink & Company (P) Ltd. is a subsidiary of the company. The company holds investments in Ashok Paper Mills Ltd.

Conclusion

This unit is also associated with non-newspaper activities.

22. PRINTERS (MYSORE) LTD.

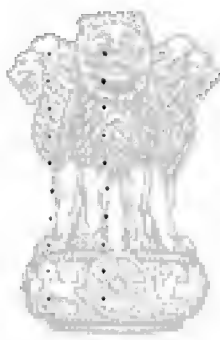
1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Deccan Herald	English	Daily	Bangalore
(ii) Prajavani	Kannada	Daily	Bangalore

2. Directors

- (i) K. N. Guruswamy (Governing Director)
- (ii) V. T. Velu
- (iii) K. N. Hari Kumar

3. Top Shareholders

	Rs.
(i) K. N. Shanta Kumar	1,75,000
(ii) K. N. Hari Kumar	1,75,000
(iii) K. N. Tilak Kumar	1,75,000
(iv) K. N. Guruswamy	75,000
(v) S. D. Shivaji	50,000
(vi) S. D. Narayana	50,000
(vii) Jambavathi Nettakallappa	50,000
(viii) K. N. Guruswamy	50,000
(ix) K. Venkataswamy	50,000
(x) M. K. Papaiah	25,000



4. Other Information

M. K. Papaiah, one of the shareholders of the company, is an Excise Contractor. According to our information the unit is controlled by local excise contractors.

Conclusion

This unit is associated with non-newspaper activity.

23. SANDESH LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Sandesh	Gujarati	Daily	Ahmedabad, Baroda
(ii) Sevak	Gujarati	Daily	Ahmedabad
2. Directors	Other Directorships Held	Association	
(i) Chaturbhujdas Chimanlal (Chairman)	Sayaji Mills Ltd. Bharat Suryodaya Mills Ltd.	(Large Independent Company)	
(ii) Nand Das Haridas Bodiwala	Vijaya Mills Co. Ltd.		
(iii) Navnitlal S. Shodhan	Ahmedabad Electricity Co. Ltd. Gujarat Steel Tubes Ltd. Amar Dye-Chem. Ltd. Anil Starch Products Ltd. Sarangpur Cotton Mfg. Company Ltd.	Large Undertaking M. Jaisinghbhai K. Lalbhai Large Independent Co.	

- (iv) Mahendrabhai Kanaiyalal
- (v) Chandravaden Ramanlal
- (vi) B. B. Joshi
- (vii) Falgunbhai Chimanbhai Patel
- (viii) Chimanbhai Somabhai Patel

3. Top Shareholders

	Types of Shares		
	Ordinary Shares (Rs. 100 each)	1st Preference (Rs. 100 each)	2nd Preference (Rs. 75 each)
(i) Lilavati Chimanbhai Patel Falgunbhai Patel	3,131	208	—
(ii) Falgunbhai Chimanbhai Patel & Lilavati Chimanbhai Patel	2,257	18	102
(iii) Chimanbhai Somabhai Patel & Lilavati Chimanbhai Patel	1,156	84	—
(iv) Chimanbhai Somabhai Patel & Falgunbhai Chimanbhai Patel	1,247	13	29
(v) Falgunbhai Chimanbhai Patel & Pannaben Falgunbhai Patel	650	—	—
(vi) Bank of India	1,114	39	9
(vii) Babubhai Trilochandas & Laxmanbhai Shankerdas	56	316	225
(viii) Shantilal V. Shah & Chandrakant Shantilal Shah	—	200	—

Conclusion

This unit is associated with the local textile industry.

24. SAURASHTRA GRAM JANATA PRAKASHAN LTD

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Lok Manya	Gujarati	Daily	Rajkot
2. Directors			
(i) Vallabhblai P. Patel			
(ii) Govindbhai J. Patel			
(iii) Bhanjibhai J. Patel			
(iv) Zaveribhai H. Patel			
(v) Gijibhai A. Patel			
(vi) Valajibhai Z. Kalola			
(vii) Raman'kbhai K. Dhami			
(viii) Manubhai P. Chandresha			
(ix) Chhaganbhai A. Patel			

3. Top Shareholders

(i) Ashok Oil Cake Industries	100 shares
(ii) Deepak Industries	100 shares
(iii) Mavji Haribhai Oil Cake Industries	50 shares
(iv) Atlas Export Industries	30 shares
(v) Chhagan Narsi Mulji	21 shares
(vi) Jagdish Oil Industries	20 shares
(vii) Patel Ranchodbhai Bhawjibhai	20 shares
(viii) Arun Oil Mill	10 shares
(ix) New Vijay Industries	10 shares
(x) Karmshibhai Ladhahbai	10 shares

Conclusion

The unit is associated with local agro-industrial units.

25. THANTHI TRUST & ALLIED PUBLICATIONS

This group of newspapers is controlled by ten Units, namely : (A) Thanthi Trust ; (B) Channai Murasu (P) Ltd. ; (C) Kovai Murasu (P) Ltd. ; (D) Thanjai Malai Murasu (P) Ltd. ; (E) Madurai Malai Murasu (P) Ltd. ; (F) Nellai Murasu (P) Ltd. ; (G) Salem Murasu (P) Ltd. ; (H) Vellore Murasu (P) Ltd. ; (I) Rani Syndicate ; and (J) Rani Publications. All these units are closely related.

(A) THANTHI TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Daily Thanthi</i>	Tamil	Daily	Madras, Tiruchirappalli, Coimbatore, Madurai, Tirunelveli, Vellore, Cuddalore, Salem.
2. Trustees	Other Directorships Held	Association	
(i) B. S. Adityan (Director)	Sun Paper Mills Ltd. Aruna Sugars Ltd. South India Cement Corpn. Ltd. Chemicals & Plastics India Ltd. E. W. Stevens & Co. Ltd. W. S. Insulator Co. of India Ltd. Non Such Tea Estates Ltd. Cements & Chemicals India Ltd. Ramachandran Chemicals (P) Ltd. Sankar Solvent Oil Mills (P) Ltd. Glychem Singapore (P) Ltd.	G. Arbuthnot	
(ii) Educational Trustee Company (P) Ltd.			

(B) CHENNAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Malai Murasu</i>	Tamil	Daily	Madras
2. Directors			
(i) S. T. Adityan			
(ii) R. Pankajam			
3. Top Shareholders			
(i) B. R. Adityan		4700 shares	
(ii) R. Pankajam		1701 shares	
(iii) R. Sundara Kumar		1300 shares	
(iv) S. Adityan		1000 shares	
(v) A. S. Raja		900 shares	
(vi) S. R. Mylainathan		800 shares	
(vii) V. Ramaswamy		800 shares	
(viii) M. S. Subramanyan		800 shares	
(ix) S. Chandur Pandian		798 shares	
(x) R. Athimani		600 shares	

(C) KOVAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Kovai Malai Murasu</i>	Tamil	Daily	Coimbatore
2. Directors			
(i) K. P. Kandasamy			
(ii) A. Thangaraja			
(iii) K. Nirmala			
3. Top Shareholders			
(i) K. Pasupathy		1500 shares	
(ii) K. Kumaran		1500 shares	
(iii) R. Rajarajan		1500 shares	
(iv) A. Chellasamy		1200 shares	
(v) A. Thangarajan		1200 shares	
(vi) R. Gokuldas		930 shares	
(vii) M. Chitravel		900 shares	
(viii) S. Rathina Pandian Kanya Kumari		900 shares	
(ix) S. K. Sundar		900 share	
(x) P. Jayaraman		860 shares	

(D) THANJAI MALAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Thanjai Malai Murasu	Tamil	Daily	Tiruchirapalli
2. Directors			
(i) S. T. Adityan			
(i) R. Pankajam			
3. Top Shareholders			
(i) B. R. Adityan		5202 shares	
(ii) R. Pankajam		3051 shares	
(iii) S. Adityan		2000 shares	
(iv) R. Mylainathan		1950 shares	
(v) K. Subbaiah		1502 shares	
(vi) V. Thangavel		1500 shares	
(vii) R. Sundara Kumar		1500 shares	
(viii) S. Balasubramaniam		1350 shares	
(ix) K. Paramasivan		1200 shares	
(x) K. Alogarsamy		1100 shares	

(E) MADURAI MALAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Madurai Malai Murasu	Tamil	Daily	Madurai

(F) NELLAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Malai Murasu	Tamil	Daily	Tirunelveli
2. Directors			
(i) B. S. Adityan (Managing Director)			
(ii) R. Krishnakantan			
(iii) R. Kottalamuthu			
(iv) S. Arunachalam			
3. Top Shareholders			
(i) B. S. Adityan		1632 shares	
(ii) T. P. Rajalingam		350 shares	
(iii) S. Parvatinathan		187 shares	
(iv) C. Kaliammal		180 shares	
(v) R. Palvannan		178 shares	
(vi) S. Chandra Sekharan		168 shares	
(vii) S. Vaidyanathan		150 shares	
(viii) R. Krishnakantan		135 shares	
(ix) Govindammal		120 shares	
(x) I. Uthinapandiam		108 shares	

(G) SALEM MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Salem Malai Murasu	Tamil	Daily	Salem
2. Directors			
(i) K. P. Kandasamy			
(ii) K. Malika			
3. Top Shareholders			
(i) K. Somasundaram		1700 shares	
(ii) M. Rajadura		1700 shares	
(iii) N. Krishnan		1650 shares	
(iv) D. Murugesam		1500 shares	

(v) A. Asokan	1500 shares
(vi) K. Rajarajan	1500 shares
(vii) K. Kumaran	1400 shares
(viii) A. Doraipandiam	1400 shares
(ix) J. Subbaih	1200 shares
(x) P. Arjunajothi	1130 shares

(H) VELLORE MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Vellore Malai Murasu	Tamil	Daily	Vellore
2. Directors			
(i) K. P. Kandasamy			
(ii) A. Thangaraja			
(iii) K. Nirmala			
3. Top Shareholders			
(i) N. Krishnan	1900 shares		
(ii) A. Doraipandian	1800 shares		
(iii) K. Somasundaram	1700 shares		
(iv) M. Rajadura	1700 shares		
(v) J. Subbaih	1700 shares		
(v) K. Rajarajan	1500 shares		
(vii) D. Murugesan	1500 shares		
(viii) D. P. Ganesan	1500 shares		
(ix) K. Kumaran	1400 shares		
(x) K. Pasupathi	1400 shares		

(I) RANI SYNDICATE

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Vaaraantara Rani	Tamil	Weekly	Madras
2. Partners			
(i) B. S. Adityan (Managing Director)	10% share		
(ii) C. Kaliammal	10% share		
(iii) R. Chandran	10% share		
(iv) R. Kottalamuthu	10% share		
(v) A. Sivaraja	10% share		
(vi) J. Meganathan	10% share		
(vii) I. Shanmuganathan	10% share		
(viii) R. Arichandran	10% share		
(ix) R. Tiruvadi	10% share		
(x) A. Benjamin	10% share		

(J) RANI PUBLICATIONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Rani Muthu	Tamil	Monthly	Madras
2. Partners			
(i) R. Mylainathan	15% share		
(ii) R. Bhaskaran	15% share		
(iii) O. Malayandi	15% share		
(iv) A. Munugaiya	15% share		
(v) A. Jagadesan	15% share		
(vi) S. Somasundara Pandian	15% share		
(vii) B. Sivanthi Adityan	10% share		

Conclusion

The unit is closely associated with private industry, particularly through B. S. Adityan.

26. USHODAYA PUBLICATIONS (P) LTD.

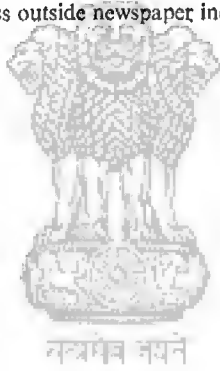
1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Eenadu</i>	Telugu	Daily	Hyderabad, Visakhapatnam, Vijayawada
2. Directors (1978)	Other Directorships Held		
(i) Ch. Ramoji Rao (Chairman)	{ Priya Foods (P) Ltd. Dolphin Hotels Ltd.		
(i) M. Appa Rao (Managing Director)	Dolphin Hotels Ltd.		
3. Shareholders (1978)			
(i) Ch. Ramoji Rao			
(ii) A. Krishna Murthy			
(iii) M. Appa Rao			
(iv) P. Mohana Rao			
(v) K. Suryanarayana			
(vi) M/s. Priya Foods (P) Ltd.			

4. Other Information

(i) Dolphin Hotels Ltd., (ii) Priya Food (P) Ltd., (iii) Margadarshi Chit Fund (P) Ltd., and (iv) Margadarshi Marketing (P) Ltd. are under the same management as that of Ushodaya Publications (P) Ltd. Ushodaya New Agencies (selling agents of *Eenadu* for Hyderabad and Secunderabad) is a HUF concern of Ch. Ramoji Rao. One of the partners of Subhodaya News Agencies, selling agents for Vijayawada, is the brother-in-law of Ch. Ramoji Rao. It is understood that the financial support to the paper came from chit fund business. K. Suryanarayana, one of the shareholders, was a member of Parliament (upto 1980).

Conclusion

This unit is closely connected with private business outside newspaper industry.





सत्यमेव जयते

CATEGORY 'C'
POLITICAL PARTY ASSOCIATED UNITS



सत्यमेव जयते



सत्यमेव जयते

27. A. K. ANTONY

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Veekshanam</i>	Malayalam	Daily	Cochin
2. Other Information (1978)			

A. K. Antony, nominee of the Kerala Pradesh Congress Committee holds majority shares in the unit. He is also the printer and publisher of the newspaper.

Conclusion

This newspaper should be treated as a Congress Party one.

28. ASSOCIATED JOURNALS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>National Herald</i>	English	Daily	New Delhi, Lucknow
(ii) <i>Navjivan</i>	Hindi	Daily	Lucknow
(iii) <i>Qaumi Awaz</i>	Urdu	Daily	Lucknow
2. Directors			
(i) Yashpal Kapoor (Chairman & Managing Director)			
(ii) Vimal Mehrotra			
(iii) Mallikarjun Union Cabinet Minister			
(iv) Jawhar Lal Darda Minister in the Maharashtra State Cabinet			

3. Top Shareholders

- (i) Umashankar Dixit, Phirozeshah Ardeshiar Narielwala } Joint shareholders of Janhit Nidhi Regd. Public Trust
(ii) L.I.C.
(iii) Harbans Lal Malhotra & Sons.
(iv) Scindia Investment (P) Ltd.
(v) Nowroji Harmusji Tata
(vi) Nariman Khursheedji Santok
(vii) Larasasp Ardeshir
(viii) Ratan Naoraji Tata
(ix) Nani Ardeshir Palkiwala
(x) M/s. General Industries Stores Supplying Co. (P) Ltd.
- } Joint Holders Trustees of Sir Ratan Tata Trust

4. Other Information

This unit was founded by Jawaharlal Nehru and the publications by this unit played an important role in the national struggle for India's independence. The unit has had very close relations with the Nehru family and the Indian National Congress. Two Trusts hold large size shares. The Trusts are Janhit Nidhi Registered Public Trust and Ratan Tata Trust. A number of big business representatives were on the Board of Directors during 1976.

While the unit is under the effective control of public trusts, the personalities involved in the management belong to Congress (I).

Conclusion

We are of the opinion that this establishment can be treated as Congress (I) controlled one.

29. E. M. S. NAMBOODIRIPAD

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Deshabhimani</i>	Malayalam	Daily	Calicut, Cochin
(ii) <i>Deshabhimani</i>	Malayalam	Weekly	Cochin

2. Top Shareholders

There are no shareholders.

A loan of Rs. 2,49,200 was taken from Kerala State Committee of Communist Party of India (Marxist).

Conclusion

The publisher of the newspaper is a well known leader of the Communist Party of India (Marxist). The newspaper should be treated as belonging to the Communist Party of India (Marxist).

30. JANAYUGUM PUBLICATIONS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Janayugum	Malayalam	Daily	Quilon, Calicut

2. Directors

- (i) P. P. Mukundan (Managing Director)
- (ii) C. K. Vishwanathan
- (iii) V. V. Raghavan
- (iv) P. K. Vasudevan Nair
- (v) Kolady Govindan Kutty Menon
- (vi) M. Kumaran
- (vii) M. Kanaran
- (viii) V. Chamunny
- (ix) N. Narayanini

3. Top Shareholders

- (i) T. N. Prabhakaran
- (ii) P. Sankar
- (iii) K. Sreedharan
- (iv) Kalatt Krishnan
- (v) P. R. Nambiar

Conclusion

This unit is under control of the Communist Party of India.

31. NAVCHETAN SAMITI

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Janashakti	Hindi	Daily	Patna
(ii) Mas-a-el	Urdu	Weekly	Patna

2. President

- (i) Indradeep Sinha

Conclusion

This unit is under control of the Communist Party of India.

32. RAISINA & ALLIED PUBLICATIONS

(A) RAISINA PUBLICATIONS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Patriot	English	Daily	Delhi

2. Directors

- (i) Aruna Asaf Ali (Chairman)
- (ii) V. D. Chopra
- (iii) R. D. Bhagat

3. Top Shareholders

	Rs.
(i) Dr. A. V. Baliga Foundation	6,15,350
(ii) United India Periodicals (P) Ltd.	5,00,000
(iii) Late Kamal A. Baliga	2,00,000

(B) UNITED INDIA PERIODICALS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Link	English	Weekly	Delhi

2. Directors

- (i) Aruna Asaf Ali (Chairman)
- (ii) Guan Patnaik
- (iii) Ripu Daman Bhagat
- (iv) Mukat Bihari Sah
- (v) M. Venugopala Rao

- (vi) Bal Gangadhar Bhagat
(vii) Vishnu Dutt Chopra
(viii) R. K. Mishra

3. Top Shareholders

	Rs.
(i) Dr. A. V. Baliga Foundation	12,89,300
(ii) Central Bank of India	1,00,000
(iii) Late Kamal A. Baliga	55,500
(iv) The British Institute of Engg. & Technology (India) (P) Ltd.	40,000
(v) Lachmidevi Saharia	25,000
(vi) F. E. Dinshaw Ltd.	25,000
(vii) Dinshaw H. C. Dinshaw	20,000

Conclusion

This is a political paper and should be treated as associated with the Communist Party of India.

33. RASHTRIYA VICHAR SADHNA AND ALLIED PUBLICATIONS

(A) RASHTRIYA VICHAR SADHNA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Yugadharm	Hindi	Daily	Nagpur, Raipur, Jabalpur

2. Executive Committee

- (i) Ratanlalji Agarwal (President)
(ii) Prabhakar Rao (Vice-President)
(iii) R. K. Pendse
(iv) B. D. Vajpayee
(v) B. K. Gore
(vi) Vasudeo Ramkrishna Inamdar
(vii) Satyapal Patanjit
(viii) S. D. Saraf



(B) REWA PRAKASHAN LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Swadesh	Hindi	Daily	Indore, Gwalior

2. Directors

- (i) Madhudas Kesho Chitle (Chairman)
(ii) Chhotalal Mannalji Nagar (Managing Director)
(iii) Ramanarayan Jaikrishnaji Shastri
(iv) Utsavchand Lalchand Porwal
(v) Madanlal Vajjnath Prasadji Pandey
(vi) Heeralal Kasturchandji Kothari
(vii) Gopakrishna Shrikrishnadasji Chhaparwal
(viii) Uttamchand Surajmalji Israni
(ix) Murarilal Girdharlalji Maheshwari

(C) SHRI NARAKESARI PRAKASHAN LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Tarun Bharat	Marathi	Daily	Nagpur

2. Other Information

The company holds shares worth Rs. 1 lakh in other companies, the details of which are not available. This newspaper is generally believed to be a Rashtriya Swayam Sevak Sangh paper.

(D) RASHTRIYA VICHAR PRASARAK MANDAL

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Tarun Bharat	Marathi	Daily	Pune

2. Other Information

This is known to be an RSS paper. It is pertinent to note that the telegraphic address of this newspaper is 'Narkesari'.

Other Information

The RNI Report for the year 1969 included Yugadharma from Nagpur, Raipur and Jabalpur and *Tarun Bharat* from Nagpur under the Common Ownership Unit of Shri Narakesari Prakashan Ltd.

Conclusion

All the newspapers in this group are under the control of the Rashtriya Swayam Sevak Sangh.

34. SIKH NEWSPAPERS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Akali Patrika</i>	Punjabi	Daily	Jullundur

Conclusion

This unit has close political associations. It should be treated as an Akali Party paper.

35. WEST BENGAL STATE SECRETARIAT OF STATE COUNCIL OF COMMUNIST PARTY OF INDIA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Kalantar</i>	Bengali	Daily	Calcutta

2. Other Information

The newspaper is included in the list of Communist Party of India Publications by the RNI in the year 1976.

Conclusion

This unit is an organ of the Communist Party of India.



CATEGORY 'D'
TRUSTS : EDUCATIONAL, CULTURAL AND RELIGIOUS



सत्यमेव जयते



सत्यमेव जयते

36. AKHIL BHARAT VARSHIYA DHARMA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Sanmarg</i>	Hindi	Daily	Varanasi

Conclusion

This unit is a religious body.

37. BOMBAY PRINTERS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Hindustan</i>	Sindhi	Daily	Bombay
(ii) <i>Hindvashi</i>	Sindhi	Weekly	Bombay

2. Directors	Other Directorships Held	Association
--------------	--------------------------	-------------

- (i) Jairamdas Daulatram (Chairman)
(ii) Parsram Parumal
(iii) Ramchand Sobhraj
(iv) Keshavlal Parsram
(v) K. T. Shahani Gandhidham Spg. & Mfg. Co. Ltd.
(vi) Nand Gidwani
(vii) M. C. Bhagat.
(viii) Kum. Krishna Bhambhani

3. Top Shareholders

	Rs.
(i) H. C. Advani	10,000
(ii) Jairamdas Daulatram	5,000
(iii) Nand Gidwani	5,000
(iv) Keshavlal Parsram	5,000
(v) Kundandas Rewa Chand	5,000
(vi) Smt. Krishna Bhambhani	5,000
(vii) Soharaj Jhamalmal Ramchand, Soharaj & Narain Soharaj	5,000
(viii) Nand Gidwani	5,000
(ix) Kishorlal Parsram	5,000
(x) Kundandas Ramchand	5,000



4. Other Information

H. G. Advani, the top most shareholder of the company is Chairman of the Gandhidham Spg. & Mfg. Co. Ltd.

Conclusion

Though it appears to be related to local industry, it was really promoted to serve the cultural needs of the Sindhi speaking population.

38. CHILDREN'S BOOK TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Children's World</i>	English	Monthly	Delhi

2. Trustees

- (i) K. Shankar Pillai (Executive Director)
(ii) Smt. Kamaladevi Chattopadhyaya Chairman : National Survey for Population Council of India
(iii) Devaki Jain
(iv) Begum Sajeda Sultan of Bhopal
(v) G. Parthasarathy
(vi) Dr. K. N. Raj Noted Economist
(vii) P. N. Krishnamani
(viii) Kishorelal
(ix) G. B. Pai Senior Advocate, Supreme Court
(x) Prof. H. V. Mohan Ram Head, Department of Botany, University of Delhi
(xi) K. R. Narayan Ambassador to U.S.A.

Conclusion

This is an educational trust.

39. HIMMAT TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Himmat</i>	English	Weekly	Bombay
2. Trustees			
(i) Rajmohan Gandhi			
(ii) R. Vaitheswaran			
(iii) Russi Maneckshaw Lala			
3. Other Information			
Rajmohan Gandhi is grandson of Mahatma Gandhi.			

Conclusion

We have not found any direct business associations of the Trustees.

40. KESARI MAHRATTA TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Kesari</i>	Marathi	Daily	Pune
(ii) <i>Maharatta</i>	English	Annual	Pune
2. Trustees			
(i) Jayant Shridhar Tilak Was a Member of Legislative Assembly and Rajya Sabha.			
(ii) Pandurang Sitaram Kulkarni			
(iii) R. V. Vardekar			
(iv) S. D. Gokhale			

3. Other Information

The Trust was created in 1920 according to the will of Late Lok Manya Tilak, with the objective of carrying on the policy laid down by Lokmanya Tilak for the newspapers which included spreading political knowledge and consciousness and conduct of national movements.

Conclusion

Creation of political awareness in the people is the objective of this Trust.

41. PERIYAR SELF RESPECT PROPAGANDA INSTITUTION

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Viduthalai</i>	Tamil	Daily	Madras
(ii) <i>Unmai</i>	Tamil	Monthly	Madras

Conclusion

The objective of the Trust is to inculcate rational thinking in the people.

42. SAINIK PUBLIC CHARITABLE TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Sainik</i>	Hindi	Daily	Agra

Conclusion

The Trust was founded with the objective of advancement of mental, moral, social, political, economic and technical education among the public. Late S.K.D. Paliwal was the Managing Trustee during his life time. The newspaper was closed down due to financial trouble after the death of S.K.D. Paliwal. Some of his followers have restarted the newspaper.

43. SAMEEKSHA TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Economic & Political Weekly</i>	English	Weekly	Bombay

2. Trustees

- (i) Prahlad Bhattacharya Gajendra Gadkar
 (ii) Hasmush Thakurdas Parekh

Other Directorships Held:

Association

Federation of Indian Chamber of Commerce & Industry Chemicals & Fibres of India Ltd.	FERA
Baroda Rayon Corpn. Ltd.	L.U.
Associated Cement Companies Ltd.	ACC
Mafatlal Industries Ltd.	Mafatlal
Indian Aluminium Company Ltd.	FERA
TISCO Ltd.	Tata
Voltas Ltd.	Tata
Scindia Steam Navigation Company Ltd.	Scindia

- (iii) Sachindra Narayan Chowdhuri

Conclusion

This is an educational Trust.

44. SAURASHTRA TRUST

1. Name of the Publication

Language

Periodicity

Place of Publication

(i) Jananabhoomi	Gujarati	Daily	Bombay
(ii) Phulchhab	Gujarati	Daily	Rajkot
(iii) Pratap	Gujarati	Daily	Surat
(iv) Kutchnitra	Gujarati	Daily	Bhuj
(v) Pratap	Gujarati	Weekly	Surat
(vi) Sudha	Gujarati	Weekly	Bombay
(vii) Pravasi	Gujarati	Daily	Bombay

2. Trustees

Other Directorships/Posts Held

Association

(i) C.C. Shah (Chairman)	Former M.P.	
(ii) Shantilal H. Shah (Managing Director)	M.P.	
(iii) D.K. Khetani		
(iv) Rasiklal U. Parikh	Former Minister	
(v) Ghanshyambhai Oza	Former Chief Minister	
	Member Rajya Sabha	
(vi) H.T. Parekh	Federation of Indian Chambers of Commerce & Industry	
	Chemicals & Fibres of India Ltd.	FERA
	Baroda Rayon Corporation Ltd.	LU
	Associated Cement Company Ltd.	ACC
	Mafatlal Industries Ltd.	Mafatlal
	Indian Aluminium Company Ltd.	FERA
	TISCO Ltd.	Tata
	Voltas Ltd.	Tata
	Scindia Steam Navigation Company Ltd.	Scindia
(vii) Pravinchandra V. Gandhi	Dena Bank Ltd.	
	Western Ministeel Ltd.	
	Delhi Cloth & General Mills Company Ltd.	Shriram
	Premier Automobiles Ltd.	Walchand
	Carona Sahu Co. Ltd.	SP Jain
	Finlay Mills Ltd.	Finlay
	Oudh Sugar Mills Ltd.	Birla
	Anil Steel & Industries Ltd.	
	Ramon & Demm Ltd.	
	Federation of Indian Chambers of Commerce & Industry	

3. Other Information

The Trust was established by A.D. Sheth and Dr. M.T. Shah in 1931 with the objective of educating to people and provision of medical aid. The Trust has a wholly owned company, States' People Ltd. to manage the publishing business. The Trustees include public men, mainly political personalities and local industrialists. It is difficult to clearly define the character of the Trust, though the association with local industrialists is very obvious.

Conclusion

We would classify the unit under educational and cultural Trusts with no direct ownership and control by one interest group.

45. SERVANTS OF PEOPLE SOCIETY

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Samaj	Oriya	Daily	Cuttack
(ii) Samaj	Oriya	Weekly	Cuttack

2. Trustees

(i) Radhanath Rath & others.

Radhanath Rath, editor of Samaj and Vice-president of Servants of People Society is the Chairman of Orissa branch of Lok Sevak Mandal. He held ministerial level positions in the State Government of Orissa.

Conclusion

Training national missionaries for the service of the country and promoting the interests of the people are objectives of the Society.

46. ST. JOSEPH'S PROVINCE OF CARMALITES OF MARY IMMACULATE

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Deepika	Malayalam	Daily	Kottayam

Conclusion

This unit has clear religious association.

47. TRIBUNE TRUST

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Tribune	English	Daily	Chandigarh
(ii) Dainik Tribune	Hindi	Daily	Chandigarh
(iii) Punjabi Tribune	Punjabi	Daily	Chandigarh

2. Trustees

- (i) Lt. Gen. P.S. Gyani (PVSM)
(ii) Dr. M.S. Randhawa (I.C.S. Retd.)
(iii) P.N. Chhuttani
(iv) P.L. Verma

Conclusion

The Trust is exclusively interested in newspaper activity with the objective of maintaining the liberal policy of the newspaper.

Category E1
Family Controlled Units





सत्यमेव जयते

48. AJIT PUBLICATIONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Ajit</i>	Punjabi	Daily	Jullundur
(ii) <i>Ajit</i>	Urdu	Daily	Jullundur

2. Other Information

This unit is controlled by Sadhu Singh Hamdard Trust of which Sadhu Singh Hamdard is the Chairman. Mr. Hamdard is associated with many advisory committees related to cultural and educational activities. He is the author of at least 35 books.

Conclusion

We consider this unit to be a family dominated establishment.

49. AMRITA BAZAR PATRIKA

This group of newspapers is controlled by (A) Amrita Bazar Patrika (P) Ltd.; (B) Jugantar Ltd.; (C) Allahabad Patrika (P) Ltd.; and (D) Amrita Publishers (P) Ltd.

(A) AMRITA BAZAR PATRIKA (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Amrita Bazar Patrika</i>	English	Daily	Calcutta
(ii) <i>Amrita Bazar Patrika</i>	English	Weekly	Calcutta

2. Directors

- (i) Tushar Kanti Ghosh (Chairman)
(ii) Tarun Kanti Ghosh
(iii) Sachi Vilas Rai Chowdhuri
(iv) Anil Kanti Ghosh
(v) Ranadev Chowdhuri

Other Directorships Held

Association

	East Bengal Salt Co. Ltd.	
	East Anglia Plastics (I) Ltd.	
	India Potteries Ltd.	
	Great Eastern Hotel Ltd.	
	Hilla Tea Estates and Industries Ltd.	
	Dr. Paul Lohman (I) Ltd.	
	Swadeshi Cotton Mills Co. Ltd.	
	Engel India Machines & Tools Ltd.	
	Bengal Bonded Warehouse Association	
	Powder Metallurgy (P) Ltd.	
	Plastic Powder (P) Ltd.	
	Prime Products Ltd.	
	Nalanda Ceramics & Industries Ltd.	
(vi) Sookamal Kanti Ghosh (Director—1978)	Electrical Mfg. Company Ltd.	
	Rohtas Industries Ltd.	Sahu Jain
	Wellment Footwear Corp. (P) Ltd.	United Breweries
	E.M.C. Steel Ltd.	
	Universal Industries Cotton Mill Ltd.	Birla
	Jadhavpur Entrepreneurship Development (P) Ltd.	
	G. Atherton & Company (P) Ltd.	
	Poddar Projects Ltd.	
	Indian Chamber of Commerce.	

3. Top Shareholders

	Rs.
(i) Tuhin Kanti Ghosh	97,400
(ii) T.K. Ghosh	71,000
(iii) Subarna Ghosh	65,000
(iv) Subhra Ghosh	63,500
(v) Tamal Kanti Ghosh	59,300
(vi) Bibharani Ghosh	51,000
(vii) Ajit Kumar Sinha	35,000
(viii) Amal Kanti Ghosh	33,000
(ix) Anil Kanti Ghosh	33,000
(x) Sookamal Kanti Ghosh	31,000

(B) JUGANTAR LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Jugantar	Bengali	Daily	Calcutta
(ii) Jugantar	Bengali	Weekly	Calcutta

2. Directors :

- (i) Tushar Kanti Ghosh (Managing Director)
- (ii) Mohan Kumar Mookerjee
- (iii) Sachi Vilas Rai Chowdhuri
- (iv) Ratan Nath Dutta
- (v) Bishnu Gopal De Sircar

3. Top Shareholders:

	Rs.
(i) T.K. Ghosh	50,000
(ii) S. Ghosh	40,000
(iii) B.G. De Sarkar	27,500
(iv) T. Ghosh	25,000
(v) Capt. N.N. Dutta Memorial Committee	25,000
(vi) S. Ghosh	20,000
(vii) T.K. Ghosh	20,000
(viii) Late N.R. Sircar	17,500
(ix) R. Ghosh	15,000
(x) T.K. Ghosh	9,500

4. Other Information :

M/s. Soorajmull Nagarmull (Soorajmull Nagarmull) holds share capital worth Rs. 5000 in the Company. Rohtas Industries Ltd. (Sahu Jain) held Rs. 2500 worth of shares in the company till 1975.

(C) ALLAHABAD PATRIKA (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Northern India Patrika	English	Daily	Allahabad, Lucknow
(ii) Amrita Prabhat	Hindi	Daily	Allahabad

2. Directors :

- (i) T.K. Ghosh (Ex-Officio Chairman)
- (ii) Tuhin Kanti Ghosh (Managing Director)
- (iii) S. Mishra
- (iv) S.K. Srivastava

3. Top Shareholders :

	Rs.
(i) Subhra Ghosh	15,000
(ii) Tuhin Kanti Ghosh	5,500
(iii) Tamal Kanti Ghosh	1,500
(iv) Tushar Kanti Ghosh	500
(v) N.M. Ghosh (Dead)	500

(D) AMRITA PUBLISHERS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Amrita	Bengali	Weekly	Calcutta

2. Directors :

- (i) Tushar Kanti Ghosh
- (ii) Sachi Vilas Rai Chowdhuri
- (iii) Bishu Mukerjee
- (iv) Anil Kanti Ghosh
- (v) Tuhin Kanti Ghosh

3. Top Shareholders :

	Rs.
(i) Amrita Bazar Patrika (P) Ltd.	42,000
(ii) Sudhir Ch. Sarkar (Dead)	10,000
(iii) Prantosh Ghatak (Dead)	5,000
(iv) Bhabani Mukherjee	5,000
(v) Murari Vilas Rai Chaudhuri	3,000
(vi) Manoj Basu	2,500
(vii) Gajendra K. Mitra	2,500

	Rs.
(viii) Sumatanath Ghosh	2,500
(ix) Tulasi Kanti Biswas	2,500
(x) Tushar Kanti Ghosh	2,500

Other Information :

Tarun Kanti Ghosh, son of Tushar Kanti Ghosh held minister level positions and the Ghosh family is known to have participated in national struggle for freedom.

Conclusion :

This group of newspapers is controlled by the Ghosh family. We do not attach much significance to nominal shares held by business concerns. However, interlocking of private sector company directorships, particularly those belonging to large industrial houses is of significance.

50. ANANDA BAZAR PATRIKA

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Ananda Bazar Patrika	Bengali	Daily	Calcutta
(ii) Hindustan Standard	English	Daily	Calcutta
(iii) Business Standard	English	Daily	Calcutta
(iv) Ravivar	Hindi	Weekly	Calcutta
(v) Sunday	English	Weekly	Calcutta
(vi) Desh	Bengali	Weekly	Calcutta
(vii) Bhumi Luxmi	Bengali	Bi-Weekly	Calcutta

2. Directors :

- (i) Kanai Lal Sarkar
- (ii) Sunil Krishna Mitra

3. Top Shareholders :

- (i) Asoke Kumar Sarkar
- (ii) Aloka Sarkar
- (iii) Aveek Kumar Sarkar
- (iv) Arup Kumar Sarkar
- (v) Adhip Kumar Sarkar
- (vi) Asani Kumar Sarkar

4. Other Information :

- (i) Ananda Offset (P) Ltd., (ii) Ananda Publishers (P) Ltd., (iii) Ananda Press and Publications (P) Ltd., (iv) Desh Publications, (v) Ananda Designs & Prints (P) Ltd. are controlled by the Sarkar family.

Asoke Kumar Sarkar, shareholder and Chief Editor of the publications of the house was ex-Chairman of the Bengal Chamber of Commerce.

Conclusion :

This unit is controlled by the Sarkar family.

51. ASSOCIATED PRINTERS & PUBLISHERS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Indore Samachar	Hindi	Daily	Indore

2. Other Information :

Suresh Sheth, the Chief Editor, printer and publisher of the newspaper is a general secretary of the MPCC (I). He is a Minister in the Madhya Pradesh government.

Conclusion :

Political personalities are associated with the management of the company.

52. BOMBAY SAMACHAR (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Bombay Samachar	Gujarati	Daily	Bombay
(ii) Bombay Samachar Dipotsavi Ank	Gujarati	Annual	Bombay
(iii) Bombay Samachar Panchang	Gujarati	Annual	Bombay

2. Directors :

- (i) M.N. Cama (Managing Director)
- (ii) N.M. Cama
- (iii) R.M. Cama

Other Directorships Held

Bombay Associated Newspapers (P) Ltd.
Fit Tight Nuts & Bolts Ltd.

Association

Dominant
Undertaking

March Ltd.
Bombay Chronicle (P) Ltd.

3. *Top Shareholders*

	Rs.
(i) N.M. Cama	5,64,000
(ii) R.M. Cama	5,64,000
(iii) M.N. Cama, N.M. Cama, R.M. Cama jointly on behalf of partners of Cama Norton & Co.	5,50,000
(iv) Bai A.M. Cama	1,80,000
(v) R. Cama	1,02,000
(vi) Miss Avi R. Cama	1,02,000
(vii) Mrs. B.N. Cama, Guardian for Master H.N. Cama	86,000
(viii) Muncherji N. Cama (Jr.)	86,000
(ix) Mrs. Villy Burjor Lavangia	86,000
(x) Bombay Chronicle Company (P) Ltd.	50,000

4. *Other Information*

Bombay Chronicle Company (P) Ltd. and Bombay Associated Newspapers (P) Ltd. are companies under the same management as that of Bombay Samachar (P) Ltd. Both Bombay Chronicle (P) Ltd. and Bombay Samachar (P) Ltd. hold investments in Monotype (I) Ltd.

Conclusion

This unit is controlled by the Cama family.

53. G. B. BHOSALE & SONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Nava Sandesh	Marathi	Daily	Sangli, Kolhapur
2. Partners			
(i) K.G. Bhosale		30% share	
(ii) N.G. Bhosale		30% share	
(iii) T.G. Bhosale		20% share	
(iv) S.P. Bhosale		20% share	

Conclusion

This is a family based unit.

54. H.M. ISMAIL TABISH & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Daily Pasban	Urdu	Daily	Bangalore
(ii) Caravan	Urdu	Weekly	Bangalore
2. Partners			
(i) H.M. Ismail Tabish			
(ii) K.M. Azeem Antish			
(iii) Azeema Bi			
(iv) T. Syed Mahmood			
(v) Syed Abdul Khader			

Conclusion

This is a family based unit.

54(2). HIMACHAL TIMES PUBLICATIONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Himachal Times	English	Daily	Dehradun
(ii) Himachal Times	English	Weekly	Dehradun
2. Partners			
(i) S.P. Pandhi			
(ii) B.R. Pandhi			
(iii) Vijay Kumar Pandhi			
(vi) Ashok Kumar Pandhi			

Conclusion

This is a family owned unit.

55. HIND SAMACHAR LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Hind Samachar	Urdu	Daily	Jullundur
(ii) Punjab Kesari	Hindi	Daily	Jullundur
(iii) Jag Bani	Punjabi	Daily	Jullundur

2. Top Shareholders

	Rs.
(i) Vijay Kumar	31,800
(ii) Sudesh Chopra	30,000
(iii) Ramesh Chander Chopra	22,700
(iv) Shanti Devi	15,400
(v) Tilak Raj Suri	13,000
(vi) Maha Lakshmi Sugar Mills	5,000
(vii) Harbans Lal	5,000
(viii) Sudershan Chopra	4,950
(ix) Kanwal Raj Puri	2,000
(x) Shiv Dayal	2,000

Conclusion

This is a family based unit.

56. INQUILAB PUBLICATIONS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Inquilab</i>	Urdu	Daily	Bombay
(ii) <i>Mid-Day</i>	English	Daily	Bombay

Conclusion

The unit is controlled by the family of Khalid Ansari.

57. JANANAMANDAL LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Aj</i>	Hindi	Daily	Varanasi, Kanpur

2. Directors

- (i) Shashi Bala Gupta (Chairman)
- (ii) Satyendra Kumar Gupta (Managing Director)
- (iii) Shardul Vikram Gupta
- (iv) S.P. Aggarwal

3. Top Shareholders

- (i) Shashi Bala Gupta
- (ii) Shardul Vikram Gupta
- (iii) Punam Gupta

4. Other Information

The company is a Gupta family concern. Satyendra Kumar Gupta is President of *Kashi Vyapar Mandal*.

Conclusion

This is a family based unit.

58. JAYAKARNATAKA NEWS PRINTERS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Samyukta Karnataka</i>	Kannada	Daily	Hubli, Bangalore

2. Directors

- (i) H.R. Basavaraj (Chairman)
- (ii) M.L. Advani (Managing Director)
- (iii) P.S. Bhat
- (iv) Saranyan
- (v) H.B. Narayana Swamy
- (vi) H.B. Vasanti

3. Top Shareholders

	k .
(i) M. Vinayak	3,00,000
(ii) H. Ibrahim	1,50,000
(iii) H.S. Paheerappa	1,45,000
(iv) G.H. Allappa	1,44,000
(v) H.T. Ramulu	1,34,000
(vi) E. Lakshman	1,00,000
(vii) C.H. Raghav Rao	1,00,000
(viii) Rajamalliah	1,00,000
(ix) H.S. Basavaraj	50,000
(x) H.B. Narayan	50,000

Conclusion 1

This unit is controlled by an individual, namely, H.R. Basavaraj.

59. K. NARENDRA & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Daily Vir Arjun</i>	Hindi	Daily	Delhi
(ii) <i>Daily Pratap</i>	Urdu	Daily	Delhi
2. Shareholders			
(i) K. Narendra		56% shares	
(ii) Anil Narendra		44% shares	
3. Other Information			
Liabilities of the partnership include interest free loans from:			
(i) A.J. Printers, New Delhi			
(ii) Five Star, New Delhi, and			
(iii) De Prabhu & Co.			

The partners of the newspaper firm and their relatives have interest in these organisations. Virendra is brother of Narendra. His Unit brings out *Vir Pratap* and *Daily Pratap* from Jullundur.


Conclusion :

This is a family based unit.

60. K.C. KULISH & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Rajasthan Patrika</i>	Hindi	Daily	Jaipur
(ii) <i>Iitwari Patrika</i>	Hindi	Weekly	Jaipur
2. Partners			
(i) K.C. Kulish			
(ii) L.N. Sharma			
(iii) Vijay Bhandari			
(iv) A.C. Kothari			
(v) Rajasthan Patrika (P) Ltd.			
3. Other Information			
Mr. K.C. Kulish is a poet and writer.			

Conclusion :

In our opinion this unit is individual controlled one.  नमो भगवते वासुदेवाय

61. KASTURI & SONS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Hindu</i>	English	Daily	Madras, Coimbatore, Bangalore
(ii) <i>Hindu International Edition</i>	English	Weekly	Madras
2. Directors:			
(i) G. Kasturi (Chairman & Managing Director)			
(ii) S. Rangarajan			
(iii) N. Ram			
3. Top Shareholders			
Equity Shares;		Rs.	

(i) R. Srinivasan	5,00,000
(ii) Mrs. Menka Parthasarathy	3,64,200
(iii) Mrs. Shanta Rangarajan	3,24,400
(iv) K. Balaji	3,10,300
(v) K. Venugopalan	3,10,000
(vi) N. Ravi	2,90,000
(vii) N. Ram	2,90,000
(viii) Sow. Malini	2,57,400
(ix) Sow. Nalini	2,57,400
(x) Sow. Nirmala	2,57,400

Preference Shares

	Rs.
(i) L.I.C.	1,00,000
(ii) S. Srinivasa Raghavan	82,000
(iii) State Bank of India	75,000

4. *Other Information*

The Preference shares of the company are listed on the Madras Stock Exchange. In October 1959, shortly before its conversion into a public/limited company, the company purchased the property called 'Kasturi Buildings' in Madras from Kasturi Estate (P) Ltd.

Conclusion :

This unit is controlled by the family of Late S. Kasturi Ranga Iyengar.

62. LABH CHAND CHHAJLANI & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Nai Duniya	Hindi	Daily	Indore
2. Partners			
(i) Labh Chand Chhajlani			
(ii) Narendra Tiwari			
(iii) Basantilal Sethia and others			

Conclusion :

The unit appears to be connected mainly with newspaper activity. It is controlled by individuals.

63. LOK MAT NEWSPAPERS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Lok Mat	Marathi	Daily	Nagpur, Jalgaon
2. Directors & Shareholders			
		Rs.	
(i) Jawaharlal Darda (Chairman)		50,000	
(ii) Vijay Darda (Managing Director)		1,25,000	
(iii) Rajendra Darda		1,25,000	
(iv) Veena Darda		1,95,000	
(v) Usha Devi Darda		5,000	

3. *Other Information*

Jawaharlal Darda, Chairman of the Company is one of the Directors of Associated Journals Ltd. He is Minister of Industries' Maharashtra.

Conclusion :

This is a paper of the Darda family. Jawaharlal Darda is undoubtedly a political personality but we do not consider the newspaper to be associated with any one industrial interest.

64. N.Y. KHADILKAR & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Nawakal	Marathi	Daily	Bombay
(ii) Sandhyakal	Marathi	Daily	Bombay
2. Partners			
(i) Nilkant Yashwant Khadilkar			
(ii) Y.K. Khadilkar			
(iii) Y.V. Khadilkar			
(iv) M.N. Khadilkar			

3. *Other Information*

N.Y. Khadilkar, editor of both the newspapers, was past President of Mumbai Marathi Pathrakar Sangh. Y.K. Khadilkar is the son of K.P. Khadilkar, who started Nawakal in 1923.

Conclusion :

This is a family based unit.

65. NATIONAL JOURNALS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Anar Ujala	Hindi	Daily	Agra, Bareilly

2. *Partners :*

- (i) D.L. Agarwal
- (ii) M.L. Maheshwari
- (iii) Ashok K. Agarwal
- (iv) Anil K. Agarwal
- (v) Atul K. Maheshwari
- (vi) Ajay Kumar Agarwal

Conclusion :

This is a family based unit.

66. NEWSMEN ASSOCIATES LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Makkal Kural</i>	Tamil	Daily	Madras
(ii) <i>Alibaba</i>	Tamil	Weekly	Madras

2. *Directors :*

- (i) M. Shanmugavel (Chairman)
- (ii) M. Kamarajulu
- (iii) V. Govindaswamy
- (iv) S. Marimuthu
- (v) A.K. Shanmugasundaram
- (vi) D.V. D'Monte
- (vii) V. Sundararajan
- (viii) G. Vishwanathan
- (ix) Mukut Bihari Jankilal Shah

3. *Other Information. :*

The Company invested Rs. 2,00,000 in Frontline Printers Ltd., Madras.

Conclusion:

This unit is run by Working Journalists on a co-operative basis.

67. P.G. BARUAH & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Assam Tribune</i>	English	Daily	Gauhati
(ii) <i>Dainik Assam</i>	Assamese	Daily	Gauhati
(iii) <i>Assam Bani</i>	Assamese	Weekly	Gauhati

2. *Partners:*

- (i) T.G. Baruah
- (ii) P.G. Baruah
- (iii) Pradip Baruah
- (iv) Surajit Govinda Barua
- (v) Binu Baruah
- (vi) Maya Baruah

Conclusion:

This unit is controlled by Baruah family.

68. PATRAKAR PRAKASHAN & ALLIED PUBLICATIONS

(A) PATRAKAR PRAKASHAN

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Desh Bandhu</i>	Hindi	Daily	Raipur

2. Partners. :	
(i) Mayaram Surjan	25 % share
(ii) Lalit Kumar Surjan	25 % share
(iii) Dinesh Kumar Surjan	25 % share
(iv) Devendra Kumar Surjan	25 % share

(B) CITIZEN NEWSPAPERS LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Desh Bandhu</i>	Hindi	Daily	Jabalpur

2. Directors :	
(i) N.V. Raman (Chairman)	
(ii) Surjan (Managing Director)	
(iii) Hazi Gulam Ahmed	

Conclusion:

This is a family based unit.

69. PRAJATANTRA PRACHAR SAMITI (Trust)

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Prajantra</i>	Oriya	Daily	Cuttack
(ii) <i>Eastern Times</i>	English	Weekly	Cuttack
2. Trustees :			
(i) Dr. H.K. Mahtab	A former Chief Minister of Orissa.		
(ii) Chittaranjan Nayak			
(iii) Gopinath Das			
(iv) Jagannath Das			
(v) Dr. Jenamoni Narendra Kumar			

Conclusion:

This Trust has been under the management of Dr. H.K. Mahtab for a long time. While the organisational structure is that of 'Trust', the operations are like an undertaking under control of one individual who is an important political personality.

70. PROGRESSIVE WRITERS & PUBLISHERS SOCIETY

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Hitavada</i>	English	Daily	Nagpur, Bhopal
2. Directors & Shareholders:			
(i) Narendra Kumar Salve (Chairman)	Other Directorships Held		Association
	Modi Rubber Ltd.		Modi
	Allwyn Cooper (P) Ltd.		
	Allwyn Mercury Northern India (P) Ltd.		
(ii) Maneiklal Agarwal (Managing Director)			
(iii) Srikrishna Agarwal			
(iv) Namichand Shrimal			
(v) Beni Madhav Tiwari			
(vi) M.J. Rao			

3. Other Information :

N.K.P. Salve is at present a member of Rajya Sabha. He belongs to the Congress (I) Party. We understand that some other political personalities are also associated with the paper.

Conclusion :

This unit has close political associations. We, however, consider this unit as one dominated by individuals rather than being associated with any national Big Business House or any one political party.

71 R.G. MAHESHWARI & SONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Madhya Pradesh Chronicle</i>	English	Daily	Bhopal, Raipur
(ii) <i>Nava Bharat</i>	Hindi	Daily	Nagpur, Raipur, Jablpar, Bhopal, Indore
2. Partners :			
(i) R.G. Maheshwari			
(ii) P.C. Maheshwari			
(iii) P.K. Maheshwari			
(iv) V.K. Maheshwari			

Conclusion :

This is a family based unit.

72. S.N. MARAN & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Murasoli</i>	Tamil	Daily	Madras
(ii) <i>The Rising Sun</i>	English	Weekly	Madras
2. Partners :			
(i) S.N. Maran	one-sixth of the share capital		
(ii) M.K. Dayalu	one-sixth of the share capital		
(iii) S. Selvam Gandhi	one-sixth of the share capital		
(iv) Sharmugasundaram	one-sixth of the share capital		
(v) M.K. Tamilarasu	one-sixth of the share capital		
(vi) Durgavathi	one sixth of the share capital		

3. *Other Information*

Murasoli Maran, a member of Rajya Sabha, is son of S.N. Maran. He belongs to AIADMK.

Conclusion

Though the individuals controlling the newspapers are political personalities we do not consider the newspaper to be associated with any political party.

73. SAKAL PAPERS (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Sakal	Marathi	Daily	Poona, Bombay
2. Directors			
(i) Jasvantlal Matubhai (Chairman)			
(ii) Madam S.G.P. Parulekar			
(iii) B.J. Goyaji			
(iv) Lt. Col. V.V. Joshi			
3. Top Shareholders			
(i) Jasvantlal Matubhai, Arun Jasvantlal, Madam SGP Parulekar, & Dr. (Mrs.) BJ Coyaji	Executors to the estate of Late Dr. N.B. Parulakar		Rs. 3,41,700
(ii) Madam S.G.P. Parulekar, Lt. Col. V.V. Joshi & Jasvantlal Matubhai	Trustees of Lila Trust		Rs. 1,31,700
(iii) Miss Claude Lila Parulekar			Rs. 1,17,200
(iv) Dr. (Mrs.) Banoo J. Goyaji			Rs. 75,000
(v) Madam S.G.P. Parulekar			Rs. 56,000
(vi) Jasvantlal Matubhai			Rs. 9,300
4. The Company holds the following investments			
(i) Kirloskar Oil Engines Ltd.	9.4% C.R.P.		1613
(ii) Nav Samaj Ltd.	Equity Shares of Rs. 25/- each		6656
(iii) Exports Industrial Engravers (P) Ltd.	Equity Shares of Rs. 1000/- each		5
(iv) Paramount Publicity Syndicate Ltd.	Equity Shares of Rs. 100/- each		20
(v) National Newsprint & Paper Mills Ltd.	Equity Shares of Rs. 10/- each		50

5. *Other Information*

I.E.N.S. Hand Book for the year 1980 shows that Lila Parulekar is one of the Directors of the company. She is one the Board of Directors of Bombay Papers (P) Ltd. a company under the same management as that of Sakal Papers (P) Ltd. Bombay Papers (P) Ltd. brings out *Swarajya*, a Marathi weekly from Bombay. Lila Parulekar holds directorship in Kirlokar Filter (P) Ltd.

Conclusion

We do not attach much significance to the associations with non-newspaper activity. This is a family based unit whose main interests lie in newspaper industry.

74. SAMAJBADI SOCIETY

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Dharitri	Oriya	Daily	Bhubaneshwar
2. Other Information			
Tathagathe Satpathy, son of Nandini Satpathy, a former Chief Minister of Orissa, is the Chief Executive of the Society.			

Conclusion

Political personalities are associated with the unit.

75. T.V. RAMASUBHA IYER & OTHERS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) Dianamalar	Tamil	Daily	Tirunelveli, Tirucherpalli, Madras
2. Partners			
(i) T.V. Ramasubha Iyer	one-sixth share		
(ii) Saroja Venkatapathy	one-sixth share		
(iii) R. Satyamurthy	one-sixth share		
(iv) R. Krishnamurthy	one-sixth share		
(v) R. Lakshmiapathy	one-sixth share		
(vi) R. Raghavan	one-sixth share		

Conclusion

This is a family based unit.

76. UNITED PUBLISHERS

<i>Name of the Publication</i>	<i>Language</i>	<i>Periodicity</i>	<i>Place of Publication</i>
(i) <i>Musalman</i>	Urdu	Daily	Madras

2. Partners

- (i) Syed Habibullah
- (ii) Syed Fazlullah
- (iii) Syed Nasir Ahmed
- (iv) Syed Osman Basha

Conclusion

This is a family base unit.

77. V.D. CHAUDHURY & OTHERS

<i>Name of the Publication</i>	<i>Language</i>	<i>Periodicity</i>	<i>Place of Publication</i>
(i) <i>Navajyoti</i>	Hindi	Daily	Jaipur, Ajmer

2. Partners			
(i) V.D. Chaudhary		50% share	
(ii) D.B. Chaudhary		25% share	
(iii) P.K. Agarwal		25% share	

Conclusion

This unit is controlled by 'Chaudhury' family.

78. VIRENDRA & SONS

<i>Name of the Publication</i>	<i>Language</i>	<i>Periodicity</i>	<i>Place of Publication</i>
(i) <i>Daily Pratap</i>	Urdu	Daily	Jullundur
(ii) <i>Vir Pratap</i>	Hindi	Daily	Jullundur

2. Partners			
(i) Chandra Mohan	All have equal shares		
(ii) Veena Lilit Mohan			
(iii) Raj Lakshmi			

3. Other Information

K. Narendra is brother of Virendra. He brings out *Vir Arjun* and *Pratap* from Delhi.

Conclusion

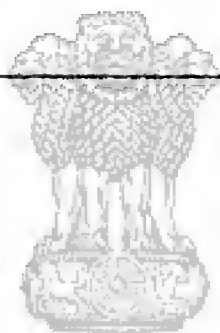
This is a family based unit.



सत्यमेव जयते

CATEGORY B2

LIST OF NEWS PAPER UNITS WHICH ARE INDIVIDUAL OWNED & CONTROLLED



सत्यमेव जयते



सत्यमेव जयते

List of Newspaper Units which are Individual Owned & Controlled

Sl. No.	Name of the Unit	Name of Publication	Language	Place of Publication
1		2	3	4
1.	A. V. Kale	Suprabhat	Marathi	Amravati
2.	A. K. Dubey & R. D. Dubey	Desh Dharma	Hindi	Etawah, Agra
3.	Abid Ali Khan & Others	Siasat	Urdu	Hyderabad
4.	Acharya Chandanmal Gundecha	Nav Maratha	Marathi	Aurangabad, Ahmednagar
5.	Anand Sharma	Sawraja Times	Hindi	Agra
6.	B. D. Uniyal	Dainik Parvatiya	Hindi	Nainital
7.	Baizu Lal Shah	Roop Kekha	Hindi	Calcutta
8.	Bhanusree Sen Dhoka	Agradoot*	Assamese	Gauhati
9.	Bishamber Newar	Chapate Chapate	Hindi	Calcutta
10.	C. C. Shah	Bhramar	Marathi	Nasik
11.	Chandra Veer Singh Rawat	Chambal	Hindi	Kota
12.	D. Sitaram	Skyline	English	Hyderabad
13.	D. S. Potnis	Gavakari	Marathi	Nasik, Jalgaon, Ahmednagar
14.	Dwarka Prasad Agarwal	Dainik Bhaskar	Hindi	Gwalior, Bhopal, Ujjain, Jhansi
15.	F. H. Pattani	Jay Kutch	Gujarati	Kutch
16.	G. K. Siddappa Setty	Geleva	Kannada	Chikmagalur
17.	Gauri Shanker	Janta Yug	Hindi	Aligarh
18.	Jhuman Sharma	Jan Uthhan	Hindi	Gwalior
19.	K. Balakrishnan	Express	Malayalam	Trichur
20.	K. Jeevan Kumar	Thaniniram	Malayalam	Trivandrum
21.	K. Nanukuttan	Sindabad	Malayalam	Kottayam
22.	K. Mohammed	League Times	Malayalam	Calicut
23.	K. C. H. Sharma	Dainik Janamabhumi	Assamese	Jorhat
24.	M. D. Nataraja	Janavani	Kannada	Bangalore
25.	Mamchand Mital	Mairashtra	Hindi	Merrut
26.	Manak Chopra	Jangan	Hindi	Jodhpur
27.	Maqsoor Ahmed & Others	Urdu Times	Urdu	Bombay
28.	Moin Farooqi	Angarey	Urdu	Hyderabad
29.	Maya Sansar Publications	Himalaya Nishat	Hindi Urdu	Moradabad Moradabad
30.	P. G. Jadhav	Pudhari	Marathi	Nagpur
31.	P. K. Abdul Aziz	Bharatha Nadu	Malayalam	Kottayam
32.	P. U. Reshamwala	Gujarati Mitra & Gujarat Darpan	Gujarati	Swat
33.	Padam Mehta & Others	Jatte Deep	Hindi	Jodhpur
34.	Padam Nath Pati Tripathi	Samaya	Hindi	Shahdol
35.	Patil Puttappa	Viswavani	Kannada	Huble
36.	Ramesh Chandra Gupta	Karm Yug Prakash	Hindi	Badra, Orai
37.	Shaik Chand	Haqbaat	Urdu	Hyderabad
38.	Shamim Ahmed Shamim	Aina	Urdu	Sr nagar
39.	Shiba Narayan Bohedar	Katusatya	Oriya	Sambalpur
40.	Shiv Kumar Trivedi	Dainik Lok Jiwan Lok Jiwan	Hindi Hindi	Bhilwara Bhilwara

1	2	3	4
41. Shivajee Prasad Singh	Berozgar	Hindi	Patna
42. Southern Publishers (P) Ltd.	Alai Osai	Tamil	Madras
43. Syed Vicaruddin	Rehnume-E-Deccan	Urdu	Hyderabad
44. T. Chandrasekhar Reddy	Deccan Chronicle Andhra Bhoomi	English Telugu	Secunderabad Secunderabad
45. T. D. Kamalaksha Pandit	Karmachari	Kannada	Sagra
46. Tej Narain Sharma	Tej	Hindi	Sriganganagar
47. Theruvath Raman	Pradeepam	Malayalam	Kozhi Kode
48. Tota Ram Sharma	Nagrik	Hindi	Hathras
49. Usha Hasnukhri Rawal	Shree Nutan Saurashtra	Gujarati	Rajkot
50. V. Appurajan	Vishwa Keralam	Malayalam	Trivandrum
51. Vishnu Sharma Arunesha	Adhikar	Hindi	Jaipur, Kota
52. Wazi Huddin	Paigham	Urdu	Kanpur
53. Yudhvir	Daily Hindi Milap Daily Millap	Hindi Urdu	Hyderabad Hyderabad

*Bi-Weekly.



सत्यमेव जयते

CHAPTER IV

CONCLUSION



सत्यमेव जयते



सत्यमेव जयते

CHAPTER IV

Conclusion

Indian newspaper industry has a high degree of concentration; and what is more disquieting is that trends suggest its accentuation with each successive year. This study has attempted to determine the precise degree of domination and control by Indian big business of the press. It is observed that ownership and control of the press does not rest within the industry; the present managements have vested interests and strong connections outside the newspaper industry. The linkages are strong. The desirability of delinking of ownership of the Indian Press from big business and monopoly capital has been emphasized repeatedly. It has also been suggested that newspaper industry should be able to play a positive role in socio-economic processes to further national development. How do we achieve these and what are the alternatives?

To delink the press from big business, one obvious alternative could be public takeover of the top eight newspaper establishments. The first reaction of many would be against such a proposal. They would argue that radio and television in India are already under state control and these have not remained independent of influence and pressure from the party in power and the governments. In a democratic and multi-party system, the entire mass media cannot be left under control of the Government. This would imply monopoly of the ruling party on the entire mass media. This is an important and probably a valid argument. However, we do need to mention that the takeover of the eight newspaper establishments under control of big business, would not mean state monopoly over the entire Indian press. *Secondly*, if the present units are to be taken over, the existing organizational forms need not necessarily be altered; the Boards of Managements can be so constituted as to ensure operational independence. And further, a built-in system could be developed to provide for representation to different sections of the society. Additionally, there

could be certain minimum guarantees to journalists, political parties and individual readers in matters of obligation to publish their viewpoints. It is not an impossible task; though it would be undoubtedly difficult. *Thirdly*, one should keep in mind that unlike other industries, newspaper readers would continue to have the option to shift from one newspaper to another. If readers in general felt that the news reporting, in government owned newspapers, was not objective or was biased in favour of a particular political party, this would easily be reflected in the level of the newspaper circulation. With a choice to tune in another radio station the listeners do not stick to one radio service all the time. And *lastly*, can one objectively assert that press managements, with big business interests outside the newspaper industry, would be able to withstand Government pressure, under any political system? Ironically, the truth is that the big business controlled press in India has been successful in influencing Governments to deviate from declared public policies. The role of press has not been promotion of public interest on the contrary, it has been promotion of big business interests. There have, however, been occasional exceptions; but these cannot be said to be the rule. In brief, we feel that nationalization of the top eight newspaper establishments would be a necessary measure to reduce the hold of big business interests over the press.

We may also underline a few facts which need to be further examined by the Second Press Commission while deciding on many a basic policy issue. *Firstly*, it is well known that the Indian press continues to depend overwhelmingly on the imported raw material, i.e. the newsprint. More than three-fourths of the newsprint is obtained from abroad. (See: Table XII). Imports imply expenditure in foreign exchange. For India, therefore, newsprint is a scarce commodity and it must be used carefully. There is no place for wasteful use of newsprint in India.

TABLE XII
Showing the Availability of Newsprint in India
(1970 to 1977-78)

Sl. No.	Newsprint Source	1970	1971	1972	1973	1974	1975-76	1976-77	1977-78
		1	2	3	4	5	6	7	8
1.	Imported	142 (76.34)	220 (81.97)	220 (83.33)	140 (77.75)	220 (83.02)	164.41 (76.23)	181.00 (76.69)	176.81 (73.12)
2.	Indigenous	44 (23.66)	44 (18.03)	44 (16.67)	40 (22.22)	45 (16.98)	51.27 (23.77)	55.00 (23.31)	65.00 (26.88)
3.	Total	186 (100.00)	244 (100.00)	264 (100.00)	180 (100.00)	265 (100.00)	215.68 (100.00)	236.00 (100.00)	241.81 (100.00)

NOTE: Figures in parenthesis indicate percentages.

Source: Based on data available from (i) Report of the Fact Finding Committee on Newspaper Economics, 1975 and (ii) Press in India 1977 and 1978.

We must inquire into the pattern of the end use of newsprint in India. We should ask the following two questions: *one*, "how is the scarce newsprint being shared" by the big and the small newspaper establishments?; and, *two*, "to what use is the newsprint put by different categories of users"? With regard to the first question, it can be said that since the Indian newspaper industry is dominated by big business, it is obvious that the main beneficiaries of the newsprint allocation would be the big business. Our point, however, is not this. We would like to view the question in terms of the percentage share of the big newspapers in the national circulation and compare it with share in the newsprint allocated. Table XIII shows this comparison for the years 1976 and 1977. It is seen that the big newspapers, which are mostly controlled by Indian

big business, obtain a disproportionately larger share in the allocation of newsprint as compared to their share in circulation. The share of small newspapers (overwhelming number of which consisted of individual or family-based regional language newspapers catering to local readers) in circulation was 23.1 per cent but these papers received only 5.9 percent of newsprint in 1976. On the other hand, the big newspapers accounting for about 50 per cent of the circulation received 67.6 per cent of the overall newsprint. Thus, the big business controlled press was not only the main beneficiary, it also received a more favourable treatment from Government in matter of newsprint allocation.



सत्यमेव जयते

CATEGORY 'D'

TRUSTS : EDUCATIONAL, CULTURAL AND RELIGIOUS



सत्यमेव जयते



सत्यमेव जयते

TABLE XIII
Showing Group-wise Allocation of Newsprint and Circulation
(1976-77)

Sl. No.	Classification of Newspapers	Allocation ('000 tonnes)		Circulation ('000)		Percentage Shares			
		1976	1977	1976	1977	Allocation		Circulation	
						1976	1977	1976	1977
	1	2	3	4	5	6	7	8	9
1. Big	.	116.69	147.70	4745	5996	67.62	67.87	50.16	55.45
2. Medium	.	45.70	54.40	2531	2646	26.46	25.02	26.75	24.47
3. Small	.	10.23	15.48	2185	2172	5.92	7.11	23.09	20.09
4. Total	.	172.73	217.52	9461	10814	100.00	100.00	100.00	100.00

NOTE : The classification of big, medium and small newspapers is based on circulation data.

Source : Press in India, 1977 and 1978.

It may be argued that big newspapers carry a larger news coverage and provide other features to the readers and therefore while their relative share in circulation was lower, their requirements of newsprint were bound to be larger. To have an objective scrutiny of this argument, one would need to go into the comparative content-analysis of small and big newspapers. We would also need to inquire into the precise nature of the materials published. Many an article and feature may infact be aimed to promote markets for the advertizers. However, it may be rewarding to have an estimate of the extent of advertisements carried by big and small newspapers. Do small newspapers carry as much advertisement as the big newspapers? Table XIV shows that out of the 6 newspapers who were using more than 60 per cent of the newspaper space on advertisements,

three belonged to the monopoly Houses, one each to a political party, a family and a Trust. This, however, is not a realistic basis to understand the extent of non-news use of the newsprint by the newspapers. If one takes the 6 newspapers, each utilizing more than 60 per cent of the space for advertisement, one finds that out of the total newsprint utilized by the six, the share of the monopoly House press was 88.3 per cent. Though one out of the six newspapers, in the high advertisement/news ratio category, was a political paper, its share in the newsprint utilized was only 4.2 per cent. A similar exercise for the newspapers, using 25-40 per cent of the newspaper space for advertisement, shows that here too, the big business press had the highest share (See Table XV). Their actual share in utilization of newsprint for advertisement would be still higher if one were to account for the number of pages also.

TABLE XIV
Showing Category-wise and Advertisement Space-wise Distribution of Newspapers, 1976

Sl. No.	Percentage of Advertisement Space	National Monopoly Houses	Local Industry & Business	Political Parties	Educational, Cultural, Religious Bodies	Families & Individuals	Others	Total
	1	2	3	4	5	6	7	8
1. 60% & above	.	3	..	1	1	1	..	6
2. 50% & below 60%	.	7	1	5	12	25
3. 40% & below 50%	.	13	12	3	2	19	28	77
4. 25% & below 40%	.	16	17	4	6	29	113	185
TOTAL	.	39	30	8	9	54	153	293

Source : Based on Data available in Press in India, 1977.

Allocation of larger space to advertisements implies wasteful use of foreign exchange and scarce newsprint. In a paper scarce economy, the society must choose between alternative uses of newsprint. Nearly 40-50 per cent of the newsprint in India is now being used for low priority consumption. Can this be justified when prices of school text books are skyrocketing? There are many other questions which need to be assessed carefully. For instance, one may ask : Who is advertising? Where is he advertising? What is being adver-

tised and in what manner? For what purpose and to whom are the advertisements addressed? What type of life styles are being promoted? These questions have far reaching economic, social and political implications. We hope the Second Press Commission would be able to examine them in a broader socio-economic framework.

Trends in the newspaper industry are disturbing. Some of these have been mentioned by us in this study. With regard to the trends in concentration, one needs to enquire into the

TABLE XV
Showing Category-wise and Advertisement Space Range-wise Circulation, 1979

Sl. No.	Category	Newspaper Utilizing 60% and above Space for Advertisements	Newspaper Utilizing 25-40% Space for Advertisements
1	2	3	
1.	National Monopoly Houses	88.3	38.8
2.	Local Industry & Business	..	30.5
3.	Political Parties	4.2	1.8
4.	Educational, Cultural and Religious Bodies	2.8	6.8
5.	Families & Individuals	4.7	22.1
6.	Total	100.0	100.0

Source : Based on the information available in the Press in India, 1977.

reasons for the trend. One reason that we consider responsible for this phenomenon is that bigger circulation newspapers are cheaper than the smaller ones. Table XVI shows return per paise to a newspaper buyer, in terms of the page area. While a buyer of small newspaper gets 390.60 sq. centimeters per paise, a buyer of big newspaper gets 675.09 sq. cms. for the same amount. The return is nearly 73 per cent higher in case of big newspapers which makes them cheaper to the buyers. This has become possible for two reasons : One, availability of larger share of newsprint; and two, the capacity to carry higher revenue-yielding advertisement. Big newspapers are able to operate better than the smaller ones—the economies of scale are understandable—but the advantages of patronage and builtin preferences and subsidy can hardly be justified. The whole question of the economics of newspapers needs to be examined more carefully. The Press Commission may also like to consider : how the allocation of advertisements by private corporate sector can be rationalized and how the high degree of patronage and discretion can be eliminated. For tax

purposes, advertisements are treated as costs; and therefore a good part of the cost of advertisements is met at the expense of the public exchequer. The need for regulation of advertisements is only too obvious. It is also observed that advertisements are now being systematically used, particularly by big business, to advocate their political ideology and beliefs and to denigrate those with whom they disagree. Academics who may happen to undertake studies are attacked by name, through advertisements. The capacity of advertisements to influence and distort political processes should be a matter of serious concern. There is an urgent need to place all corporate advertisements under a common agency, as is the case with Government advertisements. Further, it is equally important to relate the content of advertisements with national priorities.

TABLE XVI
Showing Category-wise Returns per paise to a Newspaper Buyer for 1976 & 1977

Sl. No.	Category	Sq. Centimetres per Paise	
		1976	1977
1	2	3	
1.	Big	675.09	696.57
2.	Medium	590.39	551.70
3.	Small	390.60	370.64
4.	Total	452.57	349.07

Source : Based on data available in Press in India, 1977 and 1978.

If delinking of press, through takeover by autonomous Boards of Managements, so constituted as to ensure independent operation, is not possible at this stage, we do hope that improved regulation and correction of obvious anomalies would help reduce some of the present day problems. While exploring alternatives to the present press structure it may also be of help to encourage political and educational newspapers in the country.

INDEX TO NEWSPAPER



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INDEX TO NEWSPAPER

Name of the Newspaper	Language	Place of Publication	Circulation	Particulars of Ownership	Page No.	Category
1	2	3	4	5	6	7
Adhikar	Hindi	Jaipur	N.A.	Vishnu Sharma Arunesha	123	E
Adhikar	Hindi	Kota	N.A.	Vishnu Sharma Arunesha	123	E
Agradoot*	Assamese	Gauhati	19,325	Smt. Bhanusree Sen Deka	121	E
Ajna	Urdu	Srinagar	5,833	Shamim Ahmed Shamim	122	E
Aj	Hindi	Kanpur	39,934	Jananamandal Ltd.	105	E
Aj	Hindi	Varanasi	77,900	Jananamandal Ltd.	105	E
Ajit	Punjabi	Jullundur	52,634	Ajit Publications	95	E
Akali Patrika	Punjabi	Jullundur	32,734	Sikh Newspapers Ltd.	85	C
Alai Osai	Tamil	Madras	20,738	Southern Publishers (P) Ltd.	122	E
Amar Ujala	Hindi	Agra	61,053	National Journals	111	B
Amar Ujala	Hindi	Bareilly	N.A.	National Journals	111	
Amrit Prabhat	Hindi	Allahabad	17,404	Amrit Bazar Patrika	97	
Amrita Bazar Patrika	English	Calcutta	1,23,004	Amrit Bazar Patrika	95	E
Angarey	Urdu	Hyderabad	6,748	Moin Farocqi	122	E
Ananda Bazar Patrika	Bengali	Calcutta	4,03,047	Aranda Bazar Patril a	99	E
Andhra Bhoomi	Telugu	Secunderabad	16,818	T. Chandra Shekhar Reddy & Others	123	E
Andhra Jyothi	Telugu	Vijayawada	53,670	Andhra Printers	53	B
Andhra Patrika	Telugu	Hyderabad	11,956	Nageswara Rao Estates (P) Ltd.	65	E
Andhra Patrika	Telugu	Vijayawada	30,837	Nageswara Rao Estates (P) Ltd.	65	B
Andhra Prabha	Telugu	Bangalore	23,249	Express Newspapers	41	A
Andhra Prabha	Telugu	Hyderabad	29,134	Express Newspapers	41	A
Andhra Prabha	Telugu	Vijayawada	71,876	Express Newspapers	41	A
Aryaverta	Hindi	Patna	1,03,971	Newspapers & Publications Ltd.	66	B
Assam Tribune	English	Gauhati	36,448	P. G. Baruah & Others	112	E
Awaz	Hindi	Dhanbad	20,464	B. Singh Sharma	33	F
Basumati	Bengali	Calcutta	17,222	Basumati Corporation Ltd.†
Berozgar	Hindi	Patna	16,000	Shivajee Prasad Singh	122	E
Bharat	Hindi	Allahabad	8,951	Hindustan Times & Allied Publications	45	A
Bharat Mail	Hindi	Patna	14,722	Navashakti Publishing Co. Ltd.	33	F
Bhramar	Marathi	Nasik	2,432	C. C. Shah	121	E
Bharatha Nadu	Malayalam	Kottayam	1,000	P. K. Abdul Aziz	122	E
Bombay Samachar	Gujarati	Bombay	1,49,401	Bombay Samachar (P) Ltd.	101	E
Business Standard	English	Calcutta	18,714	Ananda Bazar Patrika	99	E
Chambal	Hindi	Kota	N.A.	Chandraveer Singh Rajawat	121	E
Chandrika	Malayalam	Kozhi Kode	27,027	Muslim Printing Press & Publishing Company Ltd.	33	F
Chhapate—Chhapate	Hindi	Calcutta	22,583	B. Newar	121	E
Daily Hindi Milap	Hindi	Hyderabad	4,065	Yudhvir	123	E
Daily Jagran	Hindi	Bhopal	10,485	Jagran Prakashan & Allied Publications	57	B
Daily Milap	Urdu	Hyderabad	1,904	Yudhvir	123	E

@A National Monopoly Houses;

C Political Parties;

E Family Controlled;

*Bi-Weekly.

† A State Government Undertaking.

B Local Industry and Business;

D Educational, Culutral and Religions Bodies;

F Others.

1	2	3	4	5	6	7
Daily Pasban	Urdu	Bangalore	5,774	H. M. Ismail Tabish & Others	102	E
Daily Pratap	Urdu	Jullundur	9,722	Virendra & Sons	119	E
Daily Thanthi	Tamil	Coimbatore	34,094	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Cuddalore	18,216	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Madras	77,744	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Madurai	30,943	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Salem	13,796	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Tiruchirapalli	35,215	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Tirunelvely	22,223	Thanthi Trust & Allied Publications	71	B
Daily Thanthi	Tamil	Vellore	19,296	Thanthi Trust & Allied Publications	71	B
Daily Vir Arjun	Hindi	Delhi	11,624	K. Narendra & Others	106	E
Dainik Assam	Assamese	Gauhati	34,621	P. G. Baruah & Others	112	E
Dainik Bhaskar	Hindi	Jhansi	10,242	Dwarka Prasad Aggarwal	121	E
Dainik Bhaskar	Hindi	Bhopal	N.A.	Dwarka Prasad Agrawal	121	E
Dainik Bhaskar	Hindi	Gwalior	N.A.	Dwarka Prasad Aggarwal	121	E
Dainik Bhaskar	Hindi	Ujjain	N.A.	Dwarka Prasad Aggarwal	121	E
Dainik Jagran	Hindi	Rewa	9,173	Jagran Prakashan & Allied Publications	57	B
Dainik Janamabhum	Assamese	Jorhat	12,784	K. C. H. Sharma	122	E
Dainik Lok Jiwan	Hindi	Bhilwara	2,252	Dr. Shiv Kumar Trivedi	122	E
Dainik Madhya Desh	Hindi	Bhopal	N.A.	Hazrilal Sharma & Others	54	B
Dainik Madhya Desh	Hindi	Gwalior	N.A.	Hazrilal Sharma & Others	54	B
Dainik Madhya Desh	Hindi	Jahansi	N.A.	Hazrilal Sharma & Others	54	B
Dainik Parvatiya	Hindi	Nainital	12,333	B. D. Uniyal	121	E
Dainik Tribune	Hindi	Chandigarh	36,322	Tribune Trust	94	D
Evening News of India	English	Bombay	28,326	Bennett Coleman & Co. Ltd.	37	A
Express	Malayalam	Trichur	55,020	K. Bala Krishnan	122	E
Financial Express	English	Bombay	17,111	Express Newspapers	39	A
Financial Express	English	Delhi	10,013	Express Newspapers	39	A
Free Press Bulletin	English	Bombay	25,018	Indian National Press (Bombay) Ltd.	55	B
Free Press Journal	English	Bombay	46,076	Indian National Press (Bombay) Ltd.	55	B
Gava Kari	Marathi	Ahmednagar	1,153	D. S. Pothis	121	E
Gava Kari	Marathi	Jaigaon	3,673	D. S. Potnis	121	E
Gava Kari	Marathi	Nasik	17,606	D. S. Potnis	121	E
Geleva	Kannada	Chickmangalur	1,950	G. K. Siddappa Setty	121	E
Gujarati Mitra & Gujarat						
Darpana	Gujarati	Surat	64,406	P. Reshamwala	122	E
Gujarat Samachar	Gujarati	Ahmedabad	1,57,265	Lok Prakashan Ltd.	61	B
Gujarat Samachar	Gujarati	Surat	19,013	Lok Prakashan Ltd.	61	B
Haqbaat	Urdu	Hyderabad	2,924	Shaik Chand	122	E
Himachal Times	English	Dehradun	3,172	Himachal Times Publication	103	E
Himalaya	Hindi	Moradabad	5,588	Naya Sansar Publication	122	E
Hind Samachar	Urdu	Jullundur	69,646	Hind Samachar Ltd.	103	E
Hindu	English	Bangalore	34,406	Kasturi & Sons Ltd.	108	E
Hindu	English	Coimbatore	47,611	Kasturi & Sons Ltd.	108	E
Hindu	English	Madras	1,34,794	Kasturi & Sons Ltd.	108	E
Hindustan	Sindhi	Bombay	12,775	Bombay Printers Ltd.	87	D
Hindustan	Hindi	Delhi	2,05,432	Hindustan Times & allied Publication	43	A
Hindustan Standard	English	Calcutta	3,535	Andhra Bazar Patria (P) Ltd.	99	E
Hindustan Times	English	Delhi	2,67,020	Hindustan Times & Allied Publications	43	A
Hindustan Times News	English	Delhi	24,775	Hindustan Times & Allied Publications	43	A
(Evening)						
Hitarada	English	Bhopal	N.A.	Progressive Writers & Publishers Society	114	E
Hitarada	English	Nagpur	N.A.	Progressive Writers & Publishers Society	114	E
Indian Express	English	Ahmedabad	27,835	Express Newspapers	39	A
Indian Express	English	Bengalore	63,159	Express Newspapers	40	A
Indian Express	English	Bombay	1,71,512	Express Newspapers	39	A
Indian Express	English	Chandigarh	35,320	Express Newspapers	39	A
Indian Express	English	Cochin	61,798	Express Newspapers	40	A
Indian Express	English	Delhi	1,32,525	Express Newspapers	39	A
Indian Express	English	Hyderabad	28,590	Express Newspapers	40	A
Indian Express	English	Madras	47,863	Express Newspapers	40	A
Indian Express	English	Madurai	40,347	Express Newspapers	40	A
Indian Express	English	Vijayawada	36,145	Express Newspapers	40	A

1	2	3	4	5	6	7
Indian Nation	English	Patna	55,658	Newspapers & Publications Ltd.	66	B
Indore Samachar	Hindi	Indore	13,693	Associated Printers & Publishers (P) Ltd.	100	E
Inquilab	Urdu	Bombay	23,644	Inquilab Publications (P) Ltd.	104	E
Jag Ban	Punjabi	Jullundur	10,914	Hind Samachar Ltd.	103	E
Jagran	Hindi	Allahabad	17,838	Jagran Prakashan & Allied Publications	58	B
Jagran	Hindi	Gorakhpur	25,579	Jagran Prakashan & Allied Publications	57	B
Jagran	Hindi	Jhansi	N. A.	Jagran Prakashan & Allied Publications	58	B
Jagran	Hindi	Kanpur	90,837	Jagran Prakashan & Allied Publications	57	B
Jagran	Hindi	Lucknow	30,504	Jagran Prakashan & Allied Publications	58	B
Jai Hind	Gujarati	Ahmedabad	N.A.	Narottamdas Laxmichand Shah	66	B
Jai Hind	Gujarati	Rajkot	26,379	Narottamdas Laxmichand Shah	66	B
Jalte Deep	Hindi	Jodhpur	17,193	Padam Mehta & others	122	E
Jan Utthan	Hindi	Gwalior	2,498	Jhuman Sharma	121	E
Janamabhoomi	Gujarati	Bombay	50,103	Saurashtra Trust	92	D
Janamabhoomi Pravasi	Gujarati	Bombay	40,135	Saurashtra Trust	92	D
Janasatta	Gujarati	Ahmedabad	57,038	Express Newspapers	42	A
Janasatta	Gujarati	Rajkot	24,249	Express Newspapers	42	A
Janashakti	Gujarati	Bombay	31,703	Indian National Press (Bombay) Ltd.	55	B
Janashakti	Hindi	Patna	38,146	Nav Chetan Samiti	81	C
Janavani	Kannada	Bangalore	17,842	M. D. Nataraja	122	E
Janayugam	Malayalam	Calicut	12,991	Janayugam Publications Ltd.	80	C
Janayugam	Malayalam	Quilon	24,992	Janayugam Publications Ltd.	80	C
Jangan	Hindi	Jodhpur	13,334	Manak Chopra	122	E
Janta Yug	Hindi	Aligarh	17,337	Geori Shankar	121	E
Jay Kutch	Gujarati	Kutch	440	F. H. Pattani	121	E
Jugantar	Bengali	Calcutta	3,14,596	Amrita Bazar Patrika	97	E
Kalantar	Bengali	Calcutta	20,755	West Bengal State Secretariat of State Council Communist Party of India	85	C
Kannada Prabha	Kannada	Bangalore	53,387	Express Newspapers	41	A
Karma Chari	Kannada	Sagra	N.A.	T. D. Kamalaksha Pandit	123	E
Karmyug Prakash	Hindi	Banda	5,088	Ramesh Chandra Gupta	122	E
Karmyug Prakash	Hindi	Orai	7,314	Ramesh Chandra Gupta	122	E
Katusatya	Oriya	Sambalpur	N.A.	Shiba Narayan Bohedar	122	F
Kerala Bhramanam	Malayalam	Kottayam	N.A.	K. George Thomas	59	B
Kerala Kaumudi	Malayalam	Trivandrum	1,44,913	Kerala Kaumudi (P) Ltd.	60	B
Kerala Sree	Malayalam	Alloppy	4,000	Mrs. Thankammal	33	F
Keraladhvani (Evening)	Malayalam	Kottayam	1,959	K. George Thomas	59	B
Kesari	Marathi	Poona	75,505	Kesari Mahratta Trust	89	D
Kovai Malai Murasu	Tamil	Coimbatore	24,272	Thanthi Trust & Allied Publications	72	B
Kutch Mitra	Gujarati	Bhuj	9,570	Saurashtra Trust	92	D
League Times	Malayalam	Calicut	8621	K. K. Mohammed	122	E
Lok Jiwan	Hindi	Bhilwara	1,743	Shiv Kumar Trivedi	122	E
Lok Manya	Gujarati	Rajkot	3,514	Saurashtra Gram Janta Prakashan Ltd.	70	B
Lok Samachar	Gujarati	Ahmedabad	2,510	Lok Prakashan Ltd.	61	B
Lok Satta	Gujarati	Baroda	36,938	Express Newspapers	42	A
Lok Satta	Marathi	Bombay	2,44,331	Express Newspapers	39	A
Lokmat	Marathi	Nagpur	40,135	Lokmat Newspapers (P) Ltd.	109	E
Lok Sevak	Bengali	Calcutta	N.A.	Lok Sevak Publishing House (P) Ltd.	33	F
Madhya Pradesh Chronicle	English	Bhopal	7,040	R. G. Maheshwari & Sons	115	E
Madhya Pradesh Chronicle	English	Raipur	2,232	R. G. Maheshwari & Sons	115	E
Madurai Malai Marasu	Tamil	Madurai	10,960	Thanthi Trust & Allied Publications	73	B
Maharashtra Times	Marathi	Bombay	1,59,743	Bennett Coleman & Co. Ltd.	97	A
Mairashtra	Hindi	Meerut	6,245	Mamchand Mital	122	E
Mukkal Kural	Tamil	Madras	29,695	Newsman Associates Ltd.	111	E
Malai Murasu	Tamil	Madras	21,101	Thanthi Trust & Allied Publications	71	B
Malai Murasu	Tamil	Tirunelvely	8,017	Thanthi Trust & Allied Publications	73	B
Malayala Manorama	Malayalam	Calicut	1,65,848	Malayala Manorama	46	A
Malayala Manorama	Malayalam	Cochin	81,995	Malayala Manorama	46	A
Malayala Manorama	Malayalam	Kottayam	2,23,023	Malayala Manorama	46	A
Malvika	Tamil	Madras	20,690	Veena Anand	33	F
Marathwada	Marathi	Aurangabad	19,190	Marathwada Trust	33	B
Mathrubhumi	Malayalam	Calicut	1,32,647	Mathrubhumi Printing & Publishing Co. Ltd.	64	B

1	2	3	4	5	6	7
Mathrubhumi	Malayalam	Cochin	1,76,186	Mathrubhumi Printing & Publishing Co. Ltd.	64	B
Mid-Day	English	Bombay	30,141	Inquilab Publications (P) Ltd.	104	B
Milap	Urdu	Delhi	23,527	Om Prakash & Sav Mittar	33	F
Morning Echo	English	Delhi	3,963	Hindustan Times & Allied Publications	43	A
Murasoli	Tamil	Madras	39,036	S. N. Maran & Others	115	E
Musalmán	Urdu	Madras	5,296	United Publishers	118	E
Nagpur Patrika	Marathi	Nagpur	19,190	N	33	F
Nagpur Times	English	Nagpur	24,593	Naya Samaj Ltd.		F
Nagrik	Hindi	Hathras	2,000	Tota Ram Sharma	123	E
Nai Duniya	Hindi	Indore	1,25,426	Labh Chand Chhajlani & Others	109	E
National Herald	English	Delhi	18,000	Associated Journals	78	C
National Herald	English	Lucknow	15,244	Associated Journals Ltd.	78	C
Nay Bharat Times	Hindi	Bombay	89,117	Bennett Coleman & Co. Ltd.	37	A
Nav Bharat Times	Hindi	Delhi	3,28,397	Benett Coleman & Co. Ltd.	37	A
Nav Jyothi	Hindi	Ajmer	23,417	V. D. Chaudhury & Others	119	E
Nav Jyothi	Hindi	Jaipur	28,891	V. D. Chaudhury & Others	119	E
Nava Prabhat	Hindi	Gwalior	11,073	Hindustan Journals (P) Ltd.	33	F
Nava Bharat	Hindi	Bhopal	19,974	R. G. Maheshwari & Sons	115	E
Nava Bharat	Hindi	Indore	6,554	R. G. Maheshwari & Sons	115	E
Nava Bharat	Hindi	Jabalpur	30,501	R. G. Maheshwari & Sons	115	E
Nava Bharat	Hindi	Nagpur	35,372	R. G. Maheshwari & Sons	115	E
Nava Bharat	Hindi	Raipur	40,027	R. G. Maheshwari & Sons	115	E
Nava Maratha	Marathi	Ahmednagar	3,000	Acharya Chandanmal Gundecha	121	E
Nava Maratha	Marathi	Aurangabad	N.S.	Acharya Chandanmal Gundecha	121	E
Nava Prabha	Marathi	Panjim	4,306	V. S. Dempo & Co. (P) Ltd.	52	A
Nava Sandesh	Marathi	Sangli	2,176	G. B. Bhosale & Sons	102	E
Navhind Times	English	Panjim	14,488	V. S. Dempo & Co. (P) Ltd.	52	A
Navjivan	Hindi	Lucknow	13,372	Associated Journals Ltd.	78	C
Nawakal	Marathi	Bombay	23,334	N. Y. Khadilkar & Others	110	E
Nishat	Urdu	Moradabad	4,917	Naya Sansar Publication	122	E
Northern India Patrika	English	Allahabad	35,857	Amrita Bazar Patrika	97	E
Northern India Patrika	English	Lucknow	19,908	Allahabad Patrika (P) Ltd.	97	E
Paigam	Bengali	Calcutta	15,117	Mohammad Ghosul Anam Khan & Sons	33	F
Paigham	Urdu	Kanpur	N.S.	Wazihuddin	123	E
Patriot	English	Delhi	27,675	Raisina & Allied Publications	81	C
Phulehhab	Gujarathi	Rajkot	80,220	Saurashtra Trust	92	D
Pioneer	English	Lucknow	49,212	Pioneer Ltd.	47	A
Prabhat	Gujarathi	Ahmedabad	5,830	New Prabhat Publicity Co.	33	F
Pradeep	Hindi	Patna	39,998	Hindustan Times & Allied Publications	44	A
Pradeepam	Malayalam	Kozikode	5,786	Theruvath Raman	123	E
Prajatantra	Oriya	Cuttack	29,629	Prajatantra Prachar Samiti	113	E
Prajanani	Kannada	Bangalore	1,60,696	Printer (Mysore) Ltd.	67	B
Pratap	Gujarat	Surat	19,093	Saurashtra Trust	92	D
Pratap	Urdu	Delhi	25,467	K. Narendra & Others	106	E
Pundhari	Marathi	Nagpur	22,722	P. G. Jathav	122	E
Punjab Kesari	Hindi	Jullundur	1,59,111	Hind Samachar Ltd.	103	E
Punjabi Tribune	Punjabi	Chandigarh	35,579	Tribune Trust	94	D
Qaumi Awaz	Urdu	Lucknow	11,827	Associated Journals Ltd.	78	C
Rajasthan Patrika	Hindi	Jaipur	84,117	K. C. Kulish & Others	107	B
Rashtrdoot	Hindi	Jaipur	23,601	Hazarilal Sharma & Others	54	B
Rashtrdoot	Hindi	Kota	12,117	—do—	54	B
Rohnume-E-Deccan	Urdu	Hyderabad	21,616	Syed Vicaruddin	123	E
Rooplekha	Hindi	Calcutta	26,336	Baiju Lal Shah	121	E
Rozana Hind	Urdu	Calcutta	5,785	Rozana Hind Trust	33	F
Sainik	Hindi	Agra	10,131	Sainik Public Charitable Trust	90	D
Sakal	Marathi	Bombay	42,025	Sakal Papers (P) Ltd.	116	E
Sakal	Marathi	Poona	1,10,466	Sakal Papers (P) Ltd.		E
Salem Malai Marasu	Tamil	Salem	8,936	Thanthi Trust & Allied Publications	74	B
Samaya	Hindi	Shahdol	9,602	Padam Nath Pati Tripathi	122	E
Samaj	Oriya	Cuttack	72,703	Servants of People Society	93	D

1	2	3	4	5	6	7
Samachar	Marathi	Sholapur	17,111	Sangam Paper Corporation		
Sandesh	Gujarati	Ahmedabad,	1,30,924	Sandesh Ltd.	33	F
Sandesh	Gujarati	Baroda	39,143	Sandesh Ltd.	68	B
Sandhya Times	Hindi	Delhi	24,527	Bennett Coleman & Co. Ltd.	68	B
Sandhya Kal	Marathi	Bombay	26,140	N. Y. Khadilkar & Others	37	A
Samarg	Hindi	Calcutta	49,717	Samarg (P) Ltd.	110	E
Samarg	Hindi	Varanasi	8,476	Akhil Bharat Varsiya Dharma	49	A
Satyajug	Bengali	Calcutta	16,121	Satyajug Publications (Pvt.) Ltd.	87	D
Santwad	Hindi	Kanpur	15,574	Swatantra Journals	34	F
Saurashtra Samachar	Gujarati	Bhavnagar	16,694	Saurashtra Samachar (P) Ltd.	33	F
Saurashtra Ligh	English	Patna	18,766	Hindustan Times & Allied Publications	44	A
Saurashtra Nutan Saurashtra	Gujarati	Ahmedabad	12,365	Sandesh Ltd.	68	B
Saurashtra	Urdu	Rajkot	18,059	Usha Hansmukh Khri Rawal	123	E
Saurashtra	Malayalam	Hyderabad	21,168	Abid Ali Khan and Others	121	E
Saurashtra	English	Kottayam	1,500	K. Nano Kuttan	122	B
Saurashtra	English	Hyderabad	N.A.	D. Sitaram	121	E
Saurashtra	English	Calcutta	2,07,021	Statesman Ltd.	50	A
Saurashtra	English	Delhi	41,338	Statesman Ltd.	50	A
Saurashtra	Marathi	Amravathi	45,001	A. V. Kale		E
Saurashtra	Hindi	Gwalior	5,661	Rashtriya Vichar Sadhna & Allied Publications	83	C
Saurashtra	Hindi	Indore	11,482	—do—	83	C
Saurashtra	Oriya	Bhubaneswar	10,363	Swa antra Press Management Committee	34	F
Saurashtra	Hindi	Agra	9,083	Anand Sharma	121	E
Saurashtra	Hindi	Lucknow	64,236	Pioneer Ltd.	47	A
Saurashtra	Tamil	Madras	N.S.	Tamil Murasu Publishers (P) Ltd.	34	F
Saurashtra	Tamil	Madurai	N.S.	—do—	34	F
Saurashtra	Marathi	Nagpur	55,662	Rashtriya Vichar Sadhna & Allied Publication	84	F
Saurashtra	Marathi	Poona	66,540	—do—		C
Saurashtra	Hindi	Sriganganagar	7,525	Tej Narain Sharma	123	E
Saurashtra	Malayalam	Trivandrum	27,962	K. Jeevan Kumar	122	F
Saurashtra	Tamil	Tirucharapalli	12,961	Thanthi Trust & Allied Publications	72	B
Saurashtra	Paite	Imphal*	16,200	N. K. Thomte	34	F
Saurashtra	English	Ahmedabad	48,195	Bennett Coleman & Co. Ltd.	37	A
Saurashtra	English	Bombay	2,40,727	—do—	37	A
Saurashtra	English	Delhi	1,78,890	—do—	94	D
Saurashtra	English	Chandigarh	1,56,689	Tribune Trust	63	B
Saurashtra	Kannada	Manipal	53,880	Manipal Printers & Publishers (P) Ltd.	122	E
Saurashtra	Urdu	Bombay	16,820	M. Ahmed, S. Ahmed & Muqsood Ahmed	78	C
Saurashtra	Malayalam	Cochin	N.S.	A.K. Antony	34	F
Saurashtra	Hindi	Kanpur	N.S.	Puttan Lal Shukla	74	B
Saurashtra	Tamil	Vellore	4,477	Thanthi Trust & Allied Publications		
Saurashtra	Tamil	Madras	6,500	Parlyar Self Respect Propaganda Institution (Trust)	90	D
Saurashtra	Hindi	Jullundur	28,455	Virendra & Sons	119	E
Saurashtra	Malayalam	Trivandrum	11,277	V. Appurajan	123	B
Saurashtra	Hindi	Calcutta	60,230	K. C. Aggarwala & Allied Publications	59	B
Saurashtra	Kannada	Hubli	5,223	Patliputapa	122	E
Saurashtra	Gujarati*	Bombay	28,326	Saurashtra Trust	83	D
Saurashtra	Hindi	Jabalpur	N.S.	Rashtriya Vichar Sadhna & Allied Publications	83	C
Saurashtra	Hindi	Nagpur	8,793	—do—	83	C
Saurashtra	Hindi	Raipur	11,537	—do—	83	C

*B. W. S.

Ownership data : Newspaper undertakings approached for information

(i) *Newspaper companies/undertakings which responded to our request for verification and updating of data on ownership etc.*

1. Mathrubhumi Printing & Publishing Co. Ltd., Calicut
2. Bennett Coleman & Company Ltd., Bombay
3. Eastern Economist Limited, New Delhi
4. Behar Journals Ltd., Patna (Searchlight/Pradeep)
5. Hindustan Times Limited, New Delhi.
6. Pioneer Limited, Lucknow
7. Sanmarg (P) Ltd., Calcutta
8. Statesman Limited, Calcutta
9. Daily Jagran, Lucknow
10. The Daily Jagran, Jhansi
11. Jagran Prakashan Private Limited, Lucknow, Kanpur
12. Kerala Kaumudi (P) Ltd., Trivandrum
13. Lok Prakashan Ltd., Khanpur, Ahmedabad (Gujarat Samachar)
14. Sandesh Limited, Ahmedabad
15. Associated Journals Ltd., Lucknow
16. Servants of the People Society, Cuttack (Samaj)
17. Tribune Trust, Chandigarh
18. Amrita Bazar Patrika (P) Ltd., Calcutta
19. Jugantar Ltd., Calcutta
20. Amrita Publishers (P) Ltd., Calcutta
21. Ananda Bazar Patrika Ltd., Calcutta
22. Bombay Samachar (P) Ltd., Bombay
23. Hind Samachar Ltd., Jullundur
24. Kasturi & Sons Ltd., Madras
25. Labhchand Chhajlani & Others, Indore (Nai Dunia)
26. P.G. Baruah & Others, Gauhati (Assam Tribune)
27. Sakal Papers (P) Ltd., Pune
28. Manipal Printers & Publishers (P) Ltd., Manipal
29. Thanthi Trust, Madras
30. Kesari-Mahratta Trust, Pune
31. Shree Rewa Prakashan, Indore (Swadesh)
32. Shri Narakesari Prakashan Ltd., Nagpur (Tarun Bharat)
33. Rashtriya Vichar Prasarak Mandal, Pune (Tarun Bharat)
34. Malayala Manorama Company Ltd., Kottayam
35. Newspapers and Publications Ltd., Patna (Indian Nation/Aryavarta)

36. Saurashtra Trust, Bombay
37. Express, Trichur
38. Amar Ujala, Agra
39. Nav Jyoti, Ajmer
40. Rajasthan Patrika, Jaipur
41. Ajit, Jullundur
42. Andhra Patrika, Vijayawada
43. Printers (Mysore) Ltd., Bangalore
44. Andhra Jyoti, Vijayawada
45. Rashtriya Vichar Sadhana, Raipur (Yugadharma)

(ii) *Newspaper companies/undertakings which did not respond to our request for verification/updating of the data on ownership, etc.*

1. Indian Express Newspapers (Bombay) Pvt. Ltd., Bombay
2. Newspapers Ltd., Allahabad (Ceased Publication)
3. Nayhind Papers and Publications Pvt. Ltd., Panaji
4. Indian National Press (Bombay) Ltd., Bombay
5. Raisina Publications Ltd., New Delhi
6. United India Periodicals (P) Ltd., New Delhi
7. Allahabad Patrika (P) Ltd., Allahabad
8. Jnanamandal Ltd., Varanasi
9. Progressive Writers & Publishers Society, New Delhi
10. R.G. Maheswari & Sons, Nagpur
11. Chennai Murasu (P) Ltd.
12. Kovai Murasu (P) Ltd.,
13. Thanjai Malai Murasu (P) Ltd.,
14. Madurai Malai Murasu (P) Ltd.
15. Nellai Murasu (P) Ltd.
16. Salem Murasu (P) Ltd.
17. Vellore Murasu (P) Ltd.
18. Rani Syndicate
19. Rani Publications
20. Ushodaya Publications, Hyderabad
21. Jagran Publications, Bhopal
22. Dcepika, Kottayam
23. K.C. Aggarwal & Others [Vishwamitra, Calcutta, Bombay, Kanpur and Cine Advance (Hindi & English), Calcutta]
24. Dinamalar, Tirunelveli
25. Gujaratmitra, Surat.

APPENDIX X.4

An appraisal by the Commission's secretariat of the IIPA study and responses thereto

To ascertain the nature of the ownership and control structure of the Press, we commissioned a study by Dr. S.K. Goyal and Dr. Chalapathi Rao of the Indian Institute of Public Administration, New Delhi. The study covered common ownership as defined by RNI as a newspaper establishment owning more newsinterest newspapers, at least one of which is a daily and all daily newspapers with a circulation of more than 1000. In all, 297 daily newspapers with a circulation of 86 per cent of the total circulation for the year 1979 were examined.

On the basis of linkages of the newspaper establishments (through top shareholders and directors), with activities outside the newspaper industry, the authors of the study put different newspaper establishments in six categories and worked out the percentage share of each category in the total circulation of newspapers in India in 1979 as follows :

National Monopoly Houses	(30.22 per cent);
Local Industry and Business	(17.66 per cent);
Political Parties	(2.99 per cent);
Education, cultural and religious activities	(5.37 per cent);
Families and individuals with main interest in the newspaper industry	(27 per cent) and
Others—where the information available was inadequate	(2.41 per cent)

The study Report says that while determining the character of newspaper establishments, "we have been mainly guided by the criteria as adopted under the Monopolies and Restrictive Practices Act, 1969. We have, however, also taken into consideration the comments and information as contained in Government reports as also the material available with the Corporate Information System, Indian Institute of Public Administration. We have also taken advantage of consultation with knowledgeable circles in the Press in Delhi."

To ascertain if the information on ownership linkages used in the study was correct or not, we sent relevant extracts from the study Report (without identifying the source since the Report was at that time a confidential document of the Commission) to important newspaper companies/undertakings.

The data given in the Report, on the basis of which linkages have been assumed between newspaper establishments and big business, local industrialists/families have been contested by some of the newspaper companies so categories.

National Monopoly Houses

The study has put eight newspaper establishments in the category of 'National Monopoly Houses'. These are :—

- Express Newspapers;
- Bennett, Coleman & Co.;
- Hindustan Times & Allied Publications;
- Malayala Manorama Co. Ltd.;
- Statesman Ltd.;
- Pioneer Ltd.;
- Sanmarg (P) Ltd.;
- A.S. Dempo & Co. (P) Ltd.

Newspaper publishing companies of all the eight establishments were asked by us to verify the data given regarding them in the I.I.P.A. Study. Two of them, Express Newspapers and Nav Hind Papers and Publications Private Limited, Panjim, Goa did not respond to our queries.

Express Newspapers Group

An examination of the list of newspaper undertakings registered under Section 26(2) of the MRTP Act as on 31st December 1980, secured by us from the Ministry of Law, Justice and Company Affairs, Department of Company Affairs (Monopoly Research Unit), New Delhi* shows that all the five companies bringing out or concerned with Indian Express newspapers were registered under the MRTP Act. The Register maintained by the Department of Company Affairs indicates that they have been registered, as sub-section (a) (ii) of Section 20 of the MRTP Act is applicable to them.

The sub-section applies to an undertaking if the total value of its own assets together with the assets of its inter-connected undertakings is not less than 20 crores of rupees.

A list of newspaper companies, registered under Section 26(2) of the MRTP Act as on 31st December 1980 indicating the date of registration and the sub-section of Section 20 which is applicable to them is given below :

Sl. No.	Name of the undertaking	Date of registration	Sub-section of Section 20 which applies as on 31-12-1980
2	3	4	
1.	<i>Express Newspapers (R.N. Goenka)</i>		
(i)	Express Newspapers Ltd., Madras	9-1-1975	(a) (ii)
(ii)	Indian Express (M) Ltd., Madras	9-1-1975	(a) (ii)
(iii)	Indian Express (Bombay) Pvt. Ltd., Bombay	9-1-1975	(a) (ii)
(iv)	Andhra Probha Pvt. Ltd., Vijayawada	9-1-1975	(a) (ii)
(v)	Traders Pvt. Ltd., (Jansatta & Loksatta) Traders Private Limited is shown as a company belonging to S.P. Jain group in the information available with the Monopoly Research Unit Company Affairs. However, it is now a wholly owned subsidiary of Express Newspapers Ltd. Madras, according to	4-9-1974	(a) (ii)

*Newspaper companies registered under the MRTP Act

1	2	3	4
<i>Press in India, 1980</i>			
2. <i>Sahu-Jain</i>			
Bennett, Coleman & Co., Ltd. (Times of India Group), Bombay	25-11-1980	(a)	(i)
3. <i>Birla House Companies</i>			
(i) Newspapers Ltd., Allahabad (Bharat, now defunct)	13-10-1972	(a)	(ii)
(ii) Eastern Economist Ltd. New Delhi	6-8-1975	(a)	(ii)
4. <i>V.S. Dempo & Co.</i>			
Nav Hind Papers & Publications Pvt. Ltd., Panjim, Goa (Nav Hind Times)	28-6-1974	(a)	(ii)
5. <i>Chowgule House</i>			
Gomantak Pvt. Ltd. Mormugao (Gomantak)	31-10-1970	(a)	(ii)
6. <i>Simpsons</i>			
Associated Publishers (Madras) Ltd., Madras (The Mail)	20-10-1970	(a)	(ii)

The Monopolies Inquiry Commission (1965) had observed regarding Indian Express Newspapers, "The chain of Express Newspapers, with a circulation of more than a million is under the control of Ramnath Goenka, but his own industrial interests (outside the Press) do not appear to be large."

In view of the absence in the IIPA Study Report of data to show a substantial amount of inter-connection between the group of companies bringing out Express Newspapers and other undertakings, it is not possible to confirm the study finding that Express Newspapers belong to a 'National Monopoly House'.

Times of India Group

Bennett, Coleman & Co. Ltd., Bombay, which brings out the Times of India group of publication denied the imputation in the IIPA study that the directors and top shareholders of the company are associated with Sahu Jain. The company, however, admitted that it was purported to be included in the Sahu Jain group by the Monopolies Inquiry Commission and the Industrial Licensing Policy Inquiry Committee.

The company was registered under Section 26(2) of the MRTP Act on 25th November 1980. Sub-Section 20(a)(i) applicable to it indicates that it was so registered as the total value of its own assets is not less than 20 crores of rupees.

The total paid up share capital of the company is Rs. 51.03 lakhs. The top shareholders and their shareholding are as follows :

	Percentage
1. Bharat Nidhi Ltd.	24.42
2. Ashoka Holding Ltd.	14.11
3. Ashoka Viniyoga Ltd.	12.54
4. M/s Sahu Jain Ltd.	11.71
5. P.N.B. Finance Ltd.	11.37
6. Ashok Kumar Jain	5.35
7. Sahu Jain Charitable Society	4.97
8. Ashaya Kumar Jain & Lakshmi Kumar Jain	3.13
9. Nebichand Jain and Prabhudayal Dabriwala	3.13
10. Maanoj Kumar Jain	2.94
	<u>93.67</u>

The company stated in its letter to us that none of the share holding companies is registered under the MRTP Act as an inter-connected undertaking. Bennett, Coleman & Co. has investments totalling about Rs. 35.39 lakhs in other companies, etc. The company says that none of the undertakings in which it has investments is inter-connected with the newspaper company.

The Monopolies Inquiry Commission (1965) found that "Bennett, Coleman & Co. Ltd., is controlled by Mr. Shanti Prasad Jain and others closely connected with him." But in its comments on the alleged control of big business over the daily Press, the Monopolies Inquiry Commission admitted, "what we have said above does not touch the question of any monopoly that may exist in any section of the Press by ownership or control. We have not found it possible to investigate whether in fact any such monopoly exists."

In view of the above facts and as the IIPA study has not given specific data to show inter-connection with other undertakings, it is not possible to come to a definite finding on the question whether the Bennett, Coleman & Co. Ltd. is a constituent of the Sahu Jain house.

Hindustan Times and allied publications

According to the IIPA study, the Hindustan Times Ltd., Behar Journals Ltd., Newspapers Ltd. and Eastern Economist Ltd. are closely associated undertakings. Only two of these companies—Newspapers Ltd. and Eastern Economist Ltd.—are registered as Birla House companies under the MRTP Act. The Hindustan Times Ltd. informed us that the company is not registered under the MRTP Act. The company, however, did not comment on the imputation in the study report that some of the directors and shareholders of the company are associated with the Birla House. The Behar Journals Ltd., Patna, publishers of the *Searchlight* and *Pradeep*, denied the imputation that some of their directors are associated with the Birla House. The company's letter said, "Please note that none of the shareholders or directors of the company are associated with 'Birla'."

The Monopolies Inquiry Commission report stated, "the Birlas appear to control the Hindustan Times and allied publications including among others, the English daily, the *Hindustan Times*, Delhi, and a Hindi daily, the *Hindustan*, Delhi and an English daily, *Leader* and a Hindi daily, *Bharat*, published in Allahabad, and an English daily, *Searchlight* and a Hindi daily, *Pradeep*, published in Patna. They also control a financial weekly, the *Eastern Economist*."

The total subscribed capital of the Hindustan Times Ltd is Rs. 21,38,200, out of which equity shareholding is Rs. 16,38,200. Eleven shareholders hold 100 or more shares in the company. Their names and shareholding are given below :

	No. of equity shares	percent of equity shares
1. L.N. Gadedia & Sons (P) Ltd. Delhi	120	0.73
2. All India Hindu Mahasabha, New Delhi	120	0.73
3. Tata Sons Ltd., Bombay	100	0.61
4. Oudh Sugar Mills Ltd., Calcutta	2,624	16.02
5. Birla Jute Manufacturing Co. Ltd., Calcutta	2,500	15.26

	2	3	4
Birla Brothers (P) Ltd., Calcutta .	4,310	26.31	
Cesar Sugar Works Ltd., Bombay.	100	0.61	
Buttler Cotton Mills Supply Agency Ltd., P.O. Birla Nagar (Madhya Pradesh)	1,122	6.85	
Texmaco Ltd., 24, Parganas (West Bengal)	2,620	15.99	
Chilani Investment Corporation Ltd., Coimbatore	600	3.66	
Late Pt. Madan Mohan Malviya, Hindu University, Varanasi	170	1.04	
TOTAL	14,386	87.81	

the Hindustan Times Ltd. has not denied the association of its directors and top shareholders with 'Birla', it can be said to be a company controlled by the Birla House. Eastern Newspapers Ltd. also comes in the same category. Newspapers which used to publish *Bharat* (a Hindi daily from Allahabad) has stopped publication of newspapers now. Behar Journal, Patna cannot be taken as a Birla House company because of their denial and the absence of any data in the IIPA to show the association of the company with the Birla

Malayala Manorama

According to the IIPA study, Malayala Manorma Company Kottayam is a part of the Madras Rubber Factory House. Late Shri K.C. Mammen Mappillai's family control the paper company as well as MRF. The Malayala Manorma Co. Ltd. informed us that the company is not inter-connected with any other undertaking. During his discussion with the Commission 23rd May 1981 in Ernakulam, Shri K.M. Mathew, Chief Editor of *Malayala Manorama* denied that the paper company is connected with Madras Rubber Factory. He said his paper is a family concern in the sense that it is controlled by the successors of a person who founded the paper in

According to Shri Mathew, "There have been many changes in the Board of Directors of the Malayala Manorama Company in the last 30 years. Money was raised by preference shares and by donations. The present Board consists of eight members. There are no businessmen in it."

However, this assertion of Shri K.M. Mathew is contradicted by the information sent by him later regarding the main profession and other directorships held by members of the Board of Directors of the company. All the seven Directors of the company are stated to be having their main profession as 'business' and all of them hold directorships of other companies. List of the Directors of the company and other directorships held by them (sent by Shri K.M. Mathew) is given below :

Directors (all part-time)

M. Verghese Mappillai	Business
Mammen Eapen	"
K.C. Mammen	"
Dr. Peter Philip	"
N. V. Kurian	"
S.G. Keshava Mruthy	"
P.T. Thomas	"

Other Directorships held

1. K.M. Verghese Mappillai	Badra Coffee Estates Ltd. Gokul Rubber & Tea Plantations Ltd. Young India Agencies (P) Ltd. Pandalur plantations (P) Ltd. Devon Machines (P) Ltd. Balanoor Tea & Rubber Co. Ltd. Devon Tea & Products Co. Ltd.—Mg. Director
2. Mammen Eapen	Balanoor Tea & Rubber Co. Ltd. India Coffee & Tea Distributing Co. Ltd.
3. K.C. Mammen	Mysore Rubbers (p) Mg. Ltd. Badra Coffee Direct Estates Ltd. India Coffee & Tea Distributing Co. Ltd. Devon Machines (P) Ltd. M.M. Containers (P) Ltd.
4. Dr. Peter Philip	Deven Tea & Products Co. Ltd. Mysore Rubbers (P) Ltd.
5. N. V. Kurian	South India Chemicals & Fertilizers Ltd.
6. S.G. Keshava Murthy	Devon Plastics Ltd. Tranquil Rubber Sales Ltd. Badra Coffee Estates Ltd. Devon Tea & Products Co. Ltd. Balanoor Tea & Rubber Co. Ltd.
7. P.T. Thomas	The Tropical Plantations Ltd. Kottayam The Malankara Rubber & Products Co. Ltd. Palampadam Plantations Ltd. Kottayam

The top 10 shareholders of the company hold nearly 45 per cent of the paid-up share capital. This indicates that though the number of shareholders of the company may be quite large, a small number of the top shareholders would, in practice, be able to control the affairs of the company.

Names of the top 10 shareholders and their shareholding are given below :

Name	No. of shares	Percentage of total shares
1. Dr. Peter Philip	11,070	6.15
2. Jacob Mathew	9,540	5.30
3. Mr. George Jacob	9,000	5.00
4. Master Karun Philip	9,000	5.00
5. Mrs. Mariamma Kurina	7,447	4.14
6. Master Arun Mammen	7,390	4.10
7. A.G. Mathew	7,020	3.90
8. Master Jayant Mammen	6,920	3.84
9. Mrs. Beebi Mammen	6,750	3.75
10. Philip Mathew	6,446	3.58
		44.76

From the information given above it is clear that some of the top shareholders and directors of the company have links with other industries or business undertakings. But the data is not sufficient basis for saying that Malayala Manorama Company Ltd. is a part of the MRF House.

The Pioneer, Lucknow

The Pioneer Ltd., Lucknow, publisher of *Swatantra Bharat*, Hindi daily and the *Pioneer*, English daily, from Lucknow is stated to be under control of the Jaipuria House as per the IIPA study. The company did not deny the information given in the study report that, "The Jaipuria family members are dominant shareholders of the company." The Pioneer Ltd., however, informed us that the company is not registered under the MRTP Act. The letter from the company says, "None of the top 10 shareholders is on undertaking which has been registered under the MRTP Act as an inter-connected undertaking. The British India Corporation Ltd.—a Government of India company—holds 100 equity shares of the company and is registered under the MRTP Act."

The company may be taken to be under the control of the Jaipuria family as this has not been contested.

Sanmarg (P) Ltd.

The Sanmarg (P) Ltd., publishers of *Sanmarg*, Hindi daily of Calcutta, has been shown in the IIPA report as being under the control of the Soorajmull Nagarmull House. The company has contested the information given in the IIPA study report that some of its top shareholders and also other companies in which its directors hold directorships, are associated with the Soorajmull Nagarmull House. The letter from the company says: "In fact, some of these Companies were the Shareholders of this Company and this Company had also investments in the shares of one such Company, namely, Nellimania Jute Mills Co. Ltd. We would like to state that the aforesaid five companies are not connected in any way with Soorajmull Nagarmull Group or any group which is registered under the MRTP Act. Your information in connection with their association with the Soorajmull Nagarmull Group is totally incorrect."

"This Company was also never in any way associated with Soorajmull Nagarmull Group of any other group registered under the MRTP Act. You will find from the present structure of shareholding that this Company is at present controlled and managed by Sri Ramawatar Gupta and Sri Ramesh Kumar Khaitan, their relatives and friends etc. This company was previously controlled and managed by Shri J.P. Kanoria, his relatives and friends who were never associated with the Soorajmull Nagarmull Group or any other group registered under the MRTP Act."

As the IIPA study report has not given specific data to show the inter-connection between the Sanmarg (P) Ltd. and Soorajmull Nagarmull house, it is not possible to confirm that the newspaper company is under control of the Soorajmull Nagarmull House.

Statesman Ltd.

According to the IIPA study, the Statesman Ltd. is under the control of a group of industrial houses and foreign interests. It also stated that during the past few years, a number of changes were reported in the shareholding structure of this company as a number of industrial houses bought shares of the Statesman Ltd. In a rejoinder to the study report, Shri C.R. Irani, Managing Director of the Company said: "It is stated that during the past few years a number of changes are reported in the shareholding structure of the company as a number of industrial houses bought shares in The Statesman Limited. The statement is false to the knowledge of the authors of the report in

which the statement has been made. In 1963, the shareholders of the Company were 17 corporations, all of which came together in a consortium to maintain the independence, integrity and reputation of the *Statesman*. At the same time, it was therefore provided in the Articles of Association of the Company that no shareholder or group of shareholders could hold more than 13 per cent of the shares. The intention was to prevent any domination in the affairs of the newspaper."

"The changes in the shareholding that have taken place since 1963 have not been as a result of 'Industrial houses buying shares in the Statesman Limited.' It was exactly the contrary. The changes took place as a result of the pressure brought to bear by the Central Government on individual shareholding Companies of the Statesman Limited precisely to interfere with the affairs of the newspaper on behalf of the Central Government. These industrial houses, to their great credit, did not wish to do so and some of them suffered for resisting the demands of the Government. To prevent such abuse of power on the part of the Central Government, most of these companies divested themselves of the shareholding in the Statesman Limited over a period of time. We regard the statement made in this report as a deliberate and mischievous mis-statement of the facts. When the undersigned appeared before the Press Commission to give evidence in April 1981, he elaborated on the circumstances leading to this disinvestment by the most prominent and highly reputed Indian companies who were at one stage our shareholders."

"The further statement...that 'The Statesman Limited continues to be under control of a group of industrial houses and foreign interests' is a further deliberate misrepresentation. The reference to 'foreign interests' is presumably to Guest Keen Williams Ltd., an Indian company, who hold a mere 7.48 per cent of the shares."

The paid-up share capital of the Statesman Ltd. consists of 79,332 ordinary shares of Rs. 100 each. The top 10 shareholders and the percentage of share capital held by them is as follows :

S. No.	Name of Shareholder	Percentage
1.	Andrew Yule & Co. Ltd. (Govt. of India Undertaking)	12.56
2.	Guest Keen Williams Ltd.	7.48
3.	J.C. Shah, C.R. Irani & R.M. Chatterjee	8.74
4.	C.C. Chokshi, C.R. Irani & R.M. Chatterjee	5.54
5.	S.P. Mehta, S.J. Sorabjee, I.M. Chagla and J.R. Gagrath	4.58
6.	C.R. Irani, J.P. Patel & Tarun Banerjee	4.37
7.	S.J. Sorabjee, I.M. Chagla, J.R. Gagrath and H.P. Ranina	3.95
8.	C.R. Irani, J.P. Patel & V.V. John	4.37
9.	S.J. Sorabjee, I.M. Chagla, J.R. Gagrath and Y.H. Malegam	3.95
10.	C.R. Irani, C.C. Chokshi, J.C. Shah and V.V. John	2.19
		57.73

* This is presumably based on the M.I.C. finding that, "The leading English daily newspaper Statesman appears to be under the control of a consortium of business houses."

part from 12.56 per cent of the share capital held by Yule & Co. Ltd., a Government of India undertaking, than 45 per cent of the share capital is held by the other shareholders. Mostly, they are groups of the or persons holding shares jointly.

From the data available, it is not possible to confirm the report finding that the Statesman Ltd. is an enterprise for joint ownership and control of a group of private industries."

papers associated with local industry'

Mathrubhumi

The IIPA Report says that the Mathrubhumi Printing and Publishing Company Limited has interests outside the newspaper industry, particularly in plantation activities. This has been denied by the company. The rejoinder from the company says: "We would like to emphasise that the company's sole interest is the publication of newspapers, magazines and books and absolutely nothing else. This may please be made clear."

We also say that no shareholder or institution can wield any influence in shaping the policy of the Mathrubhumi publications. Publications are being run on professional lines and the editor functions without any interference from the administration. Only professional standards guide/determine the policy of the paper."

Information received from the company indicates that the holding is fairly well diffused, and the top 10 shareholders (individuals) hold only 26.8 per cent of the shares. The list of top 10 shareholders and the percentage of shares held by them is given below:

Name	No. of shares held	Percentage
Shri Makayiramanthal Ravi Varma Raja	124	3.8
Shri M.P. Veerendrakumar	110	3.3
Shri M.J. Vijayapadman	108	3.3
Shri P.V. Chandran	100	3.0
Shri A.V. Kuttimalu Amma	90	2.7
Shri V.K. Madhavankutty	80	2.4
Smt. K.M. Kunhilakshmi Amma	80	2.4
Smt. Kalpana Krishnamohan and three others jointly	77	2.3
Shri P. Sankaran	62	1.9
Smt. Kalpana Krishnamohan (in sole name)	55	1.7
		26.8

In view of the facts given above, it is difficult to agree with the conclusion of the IIPA Report that the newspaper under study has special interest in plantation activities.

Mathrubhumi Limited

Mathrubhumi Limited, Ahmedabad, publishers of *Sandesh* daily, has been shown in the IIPA Report as associated with the local textile industry. In its rejoinder to the IIPA Study Report, the company informed us that it has not made any investment in any other undertaking. The list of top shareholders of the company, which is given below indicates that a majority of equity shares are held by individuals or groups of two or three persons jointly.

Name	No. of shares held	Percent of total equity shares
1. Smt. Lilavati Chimanbhai Patel and Falgunbhai Chimanbhai Patel	3331	26.99
2. Falgunbhai Chimanbhai Patel & Lilavati Chimanbhai Patel	2257	18.29
3. Sri Chimanbhai Somabhai Patel & Lilavati Chimanbhai Patel	1156	9.37
4. Sri Chimanbhai Somabhai Patel and Falgunbhai Chimanbhai Patel	1247	10.10
5. Sri Falgunbhai Chimanbhai Patel & Pannaben Falgunbhai Patel	656	5.32
6. Bank of India	114	0.92
7. Shri Bababhai Tribhovandas and Laxmanbhai Shankerdas	56	0.45
8. Smt. Vidya Madanmohan	52	0.42
9. Smt. Indumati Natvarlal & Natvarlal Ramanlal	52	0.42
Total	8921	72.28

The IIPA Study Report has not given any data to serve as the basis for its conclusion that the company is associated with the local textile industry. In view of this it is not possible to confirm the Report finding:

A substance of the rejoinders received from other newspaper companies/firms etc., where the IIPA study data have been challenged or sought to be corrected is given below:

1. Jagran Prakashan Private Limited, Kanpur, which is shown in the IIPA study as one of the four constituents of the Jagran Prakashan and Allied Publications Group informed us that the company publishes only Jagran, Kanpur, Lucknow and Gorakhpur. It denied any interest in Jagran, Bhopal, Rewa, Jhansi and Allahabad. The letter received from the company says: "Our newspaper company does not own anything else excepting three newspapers, i.e. Daily Jagran, Kanpur, Daily Jagran, Lucknow and Daily Jagran, Gorakhpur. Besides this, neither any firm or company is under our management nor our company is under the management of any other firm or company. We are the owners of Daily Jagran, Kanpur and have started publication from Gorakhpur and Lucknow only for the purpose of meeting the local demand of the readers of these areas, as earlier we were selling our newspaper in these areas after printing it in Kanpur only".

The Daily Jagran, Jhansi informed us that the two partners bringing out the newspaper are related through family relationship with the management of Jagran Prakashan Private Limited, Kanpur. They denied having any interest in Dainik Jagran, Allahabad since 1st January 1981.

2. The Kerala Kaumudi (P) Ltd., Trivandrum informed us that the Directors of the Company are interested either as partners or relatives of partners or Directors of nine companies/firms. Four of the top shareholders were also Directors of some other companies.

3. Lok Prakashan Ltd., Ahmedabad, publishers of Gujarat Samachar, informed us that the Company has a 50 per cent share in profit and loss of a partnership firm, M/s. Amrut Industries. As on 31st March 1981, Rs. 61.08 lakhs was due to the newspaper company from Deepak Ads Pvt. Ltd., the company's advertising manager.

4. Associated Journals Ltd., Lucknow, publishers of National Herald, informed us, "it is wrong to say that big business representatives were on the Board of Directors during 1976. The Directors, during this period, were social workers and their views were compatible with those of the Indian National Congress".

5. Sri Narkesari Prakashan Ltd., Nagpur, publishers of Taran Bharat of Nagpur, in their rejoinder said the company has no connection with Rashtriya Vihar Sadhana and Allied Publications. The company also denied that the newspaper brought out by it is a R.S.S. paper. It claimed that it is an independent daily not owned or controlled by any outside agency.

6. Ananda Bazar Patrika Ltd., Calcutta, publishers of Ananda Bazar Patrika and Hindustan Standard, informed us that the company's top shareholders are individuals. The letter from the company said, "Asoke Kumar Sarkar, Aloka Sarkar, Aveek Kumar Sarkar, Arup Kumar Sarkar, Adhip Kumar Sarkar and Asani Kumar Sarkar do not constitute a Hindu Undivided Family and, as such, there is no such entity as 'Sarkar family'. They are separate individual shareholders

"It may please be noted that this Newspaper Company, i.e. Ananda Bazar Patrika Limited has no investment in any of the other companies (mentioned in the IIPA Report) viz. Ananda Offset (P) Limited, Ananda Publishers (P) Limited, Ananda Press and Publications (P) Limited, Desh Publications (P) Ltd., and Ananda Designs & Prints (P) Ltd."

Conclusions

We are unable to endorse the findings of the IIPA Study report first because the concepts of 'national monopoly house' and 'newspapers associated with local industry' have not been defined adequately and second, the assumptions underlying these concepts have been contested by several of those so categorised.

The MRTP Act does not throw any light on the question of definition of a 'national monopoly house'. It only refers to 'dominant' and monopolistic undertakings,* and undertakings which have to register themselves under section 26(2) of the MRTP Act if the value of their assets exceeds a certain

*There is no newspaper undertaking in this category at present.

amount. This is meant to enable the Government and the MRTP Commission to keep an eye on concentration of economic power and to check the expansion of undertakings which can assume a monopolistic position.

It is of interest to note that the Industrial Licensing Policy Inquiry Committee, headed by Shri S. Dutt, which submitted its report in 1969, refers only to large industrial houses. For the purpose of identification of 'large industrial houses', the Committee depended primarily on the studies conducted and data analysed by the Monopolies Inquiry Commission. Its observations in this regard are: "The concept of 'large industrial house' should be treated as broadly similar to the concept of 'business group' as defined by the Monopolies Inquiry Commission, that is to say in thinking of the group or house, we should 'ascertain the substance of the control' and not adhere to the deeming provisions about the same management or the same group as in the Companies Act. The house should include those business concerns over which a common authority holds its sway. As the Monopolies Inquiry Commission had conducted its studies and collected and analysed data about total assets late as 1964, we thought that it would be quite appropriate to take 75 business groups identified by the Commission as large industrial houses for the purpose of our enquiry. To this, we thought it appropriate to add large independent companies with assets above Rs. 5 crores. The reason for this is that though these do not form a complex and each of them is a separate entity, the assets of each one are at least of the same size as that of a large house".

A note giving extracts from the reports of the Monopolies Inquiry Commission and the Industrial Licensing Policy Inquiry Committee is given in Annexure A.

The IIPA study has imputed 'association' of different newspaper undertakings with large business houses without giving sufficient data to show the inter-connection. At many places, the study report says that such and such person or undertaking/company is associated with a particular family or a business group but does not bring out the inter-connection in terms of an acceptable standard such as that laid down in Section 2(g) of the MRTP Act. In the absence of specific data for showing inter-connection, it is difficult to conclude, except in the few cases where the inter-connection is admitted or not denied) by the newspaper companies themselves, that the newspaper establishments shown in the study report as being associated with outside business etc., actually have such inter-connection.

Annexure A

(APPENDIX IX 4)

MONOPOLY HOUSE

Monopoly House has not been defined as such in the Report of the Monopolies Inquiry Commission (1965) headed by Shri Dasgupta. However, the concept is outlined in some observations which are given below:—

IV—Country-wise Concentration

Where 50% or more of the equity capital was found to be held by an industrialist, or relations like brothers and sons or rights-in-law individually or jointly we have held that the company is under the control of that industrialist, the holder of a company under the control of a business house, have for the purpose of the present studies, been taken to be the members of that business house. Thus where Company A and Company B were found to hold more than 50% equity shares in Company C and business X was found to have control of Company A & Company B, Company C has also been held to be under control of business house X".

It is proper to mention that in each case we have tried to ascertain the substance of the control and have not adhered to the technical provisions about the of same management and same ownership contained in the Companies Act. Nor have we followed the concept of 'outer circle' as has found favour with some scholars. For the purpose of the present study a 'business house' has been taken to comprise all such concerns which are under the ultimate and decisive decision making power of a controlling interest in the group—the group master".

REPORT OF INDUSTRIAL LICENSING POLICY INQUIRY COMMITTEE (1969) HEADED BY SHRI S. DUTT—

2.07 to 2.09

of the large Industrial House

After considering the results of these two enquiries, briefly of above*, and especially the work done by the Monopolies Commission, we came to the conclusion that the concept of 'Large Industrial House' should be treated as broadly similar to the concept of 'Business Group' as defined by the Monopolies Commission, that is to say in thinking of the Group or House we should "ascertain the substance of the control" and adhere to the deeming provisions about the same management or the same group as in the Companies Act. The House should include these business concerns over which a common authority holds sway. These business entities though separate legal and taxation purposes, function in unison as parts of a

common organisation under the overall guidance, direction and support of a closely-knit-group of persons. While the day to day affairs of the concerns are independently carried on by those with whom the authority rests under proper legal sanction, the ultimate source regulating overall policies can be traced to a common authority. There may be wide variations in the nature and extent of authority exercised, but there is definite evidence about the guidance, control and support from the common authority.

"We should mention that in some of the Memoranda submitted to us by business concerns, the authority of this concept has been questioned and it has been said that, in effect, the individual members of a family act independently and that the different companies are independent and cannot be treated as a group or a House. We examined these arguments but did not find them convincing. The manner in which the concerns belonging to what we call a House operate belies this kind of argument. Thus, we found companies belonging to one House furnishing common or almost the same replies to our Questionnaire. More important, in our case studies in the field of licensing and related matters we have come across impressive evidence about the closely co-ordinated operations of business concerns in a House. Licences are applied for by one concern and later on transfer of the letter of intent or licence is requested to another concern on the plea of it being a sister concern better situated to operate the licence. When the promoters' share in the capital of a new project is shown, the share not only of the promoting individual but of a number of concerns belonging to what we call the House is included. We do not think that there can be any serious dispute about the validity of the concept of the Industrial House.

Large Industrial House

"Once we accepted this basic approach to the concept of a Large Industrial House, the next question was regarding the business groups which should be identified at Large Industrial Houses for the purpose of our enquiry. As the Monopolies Inquiry Commission had conducted its studies and collected and analysed data about total assets as late as 1964, we thought that it would be quite appropriate to take the 75 business groups identified by the Commission as Large Industrial Houses for the purposes of our inquiry. To this, we thought it appropriate to add Large Independent Companies with assets above Rs. 5 crores. The reason for this is that though these do not form a complex and each of them is a separate business entity the assets of each one are at least of the same size as that of a Large House. Therefore, from the point of view of the inquiry entrusted to us, they are essentially similar to the business groups identified by the Monopolies Inquiry Commission.

IIPA STUDY : AUTHORS' COMMENTS ON REJOINDERS

The Second Press Commission is to report on a very significant aspect of the country's socio-economic life. The Commission has a wider perspective than that of a court which is essentially an institution to interpret already enacted laws. The wider perspective of the Commission is well reflected in its terms of reference, the pattern of membership as also in its working. We, therefore, take it that the Second Press Commission is inquiring into the true character of Press ownership and control rather than seeking to have a technical, legalistic and narrow position.

In matters of ownership and control of corporate bodies and business association one has to continuously attempt to discover new business practices, methods and techniques of corporate control. Business realities are generally quick changing. It may be recalled that in India upto the enactment of the MRTP Act 1969, the concept of Big Business, Monopoly House or Large Industrial House had no legal basis other than companies with common Managing Agencies. The MRTP Act, 1969 did provide a legal basis with regard to 'inter connected companies' but it has very limited coverage. One can certainly assert that, technically speaking, there is no legal basis for the term 'House'. The socio-economic and political reality, however, is that in India the concept of Business House is well recognised and understood by Government, Parliament, Press, all policy making bodies and academics. The concept is not a 'legal' one; its origin, history and implications have been a matter of serious national debate and the concept is a universally recognised one.

It is reasonable to ask : What should be the cut-off point for a group of companies being characterised as a national monopoly House ? And secondly, how should the House composition be determined ? In our study we have taken only such groups of companies which have had combined assets of Rs. 20 crores and more during the 'Seventies'. This is, as per the MRTP Act provisions and as abundant precaution we have gone by the list of interconnected groups as identified by the Company Law Department. We have described such groups as National Monopoly Houses. 'National Monopoly' is an expression which refers to the large and significant size of capital; it is not with reference to any one product or any one region. This is not the place for discussing the limitations of the country's anti-monopoly legislation. It would only suffice to mention that the limit of Rs. 20 crores when pegged to assets as the cut-off point is wholly unrealistic one since 'book value' does not reflect the real power or importance of productive assets. It would be more appropriate to adopt 'turn over' as the basis for Houses of national importance. We are conscious that these issues require detailed discussion. For purposes of our study on ownership and control structure of the Indian Press, as mentioned in the report itself, we have gone by the MRTP Act, ILPIC and MIC guidelines. We have not excluded, as suggested by the Sachar Committee, 'investment companies' from our analysis as their exclusion from the House undertakings would make a mockery of the issues related to business influence on the Press.

In India the House concept has evolved over the past many decades. It is of little significance if it is termed Big Business Large Industrial House, countrywise concentration, National Monopoly House or Group of Inter-Connected Undertakings. It is rarely disputed that there are groups of undertakings with common points of business coordination and decision making. A research team like ours seeks to discover these and other socio-

economic realities in an objective manner. Our approach is neither biased nor prejudiced. We attempted to bring together a variety of facts and sought to explain the phenomenon. It is quite common that conclusions arrived at by independent researchers are initially challenged on technical grounds or on the basis of the narrowly defined framework of legislation. This is particularly so when the conclusions arrived at are not to the liking of those who happen to enjoy positions of power in the area investigated. We well understand that no monopoly or big business interest group would like to admit its control, power or influence over any of the socio-economic or public institutions in the country. Political sensitivities force them to disown their control over, or associations with the Press in India. It is not for the first time that monopoly Houses have indulged in these exercises. Various Commissions of inquiry and individual scholars have faced these very problems. In fact, some of the Indian Monopoly Houses are known to have claimed to be having no association even with their parent companies. It is, therefore, no surprise if certain newspaper companies of the National Monopoly Houses have claimed that they did not have any association or links with industry. Such denials are by now a commonplace phenomenon. The Press Commission, we suggest, should obtain a review note on this aspect from the MRTP Commission.

We have carefully read the comments based on replies and denials of the Malayala Manorama, Mathrubhoomi, Statesman, Behar Journals and others in this regard. We see no reason or new evidence to revise any one of our conclusions. In fact, in case of Malayala Manorama and Bennett, Coleman the new facts have further confirmed our conclusions.

As for the comments of the Secretariat of the Press Commission we can only submit that the views expressed are 'technical' and fail to appreciate the public issues involved. The Secretariat has not even been able to appreciate that since registration under the MRTP Act has to be done by the company itself, in actual operation, the MRTP Act groups are merely a reflection of the 'voluntarily-disclosed-inter-connections'. The Company Law Department list is not the outcome of any inquiry or investigations. To go by voluntary disclosures or self admittance in matters of monopoly, domination or big business operations can never be a basis for understanding corporate, business or social realities. If one were to strictly go by the list of companies which have themselves registered with the Company Law Department, under the MRTP Act provision, one would be made to believe that Tata Industries Ltd., is not a Tata House Company and nor was the Tata Mills Ltd. Going by the voluntary disclosures Birla Bros., Birla Spinning and Weaving Mills and Pilani Investment Corporation are not the constituents of Birla House. One could multiply such instances to show the absurdities implicit in this approach. We believe that the Press Commission has to go by an overall understanding of the problem of business influence; the issue is not a technical nor a strictly legal one. It is, however, a socio-economic issue relating to vitally important public policy and of great public concern.

It is for this reason that we cannot agree that there was no "Sahu Jain" House; nor that there was no "R.N. Goenka", House.

comments on individual cases are as follows :

A. Goenka House

According to the Company Law Department the House owned of eight undertakings during 1978 and the companies were :

- Indian Express Newspapers (Bombay) Pvt. Ltd.;
- Indian Express (Madurai) Pvt. Ltd.;
- Andhra Prabha Pvt. Ltd.;
- Traders and Traders;
- Ace Investments Private Ltd.;
- Airline Hotels and Caterers (Madras) Pvt. Ltd.;
- Express Newspapers Pvt. Ltd.;
- Express Traders.

It could be seen that the first three of the above listed companies were engaged in newspaper industry. The others were trading, hotel or in investment business. It is also understood that Traders Private Ltd., as per 1980 RNI Report, is in the newspaper industry. This company was formerly of Shriyans Prasad Jain House. Nariman Point Buildings and Trading Pvt. Ltd. is another company of the House, as per the Annual Report 1974 of the Indian Express Newspapers (Bombay) Pvt. Ltd.

Attempts made by R.N. Goenka House at acquiring of HISCO and National Company Ltd. are well known. House has made attempts to acquire control over companies in other industries; more details on this, however, can be obtained through an intensive enquiry. The present information is adequate basis to support, once again, the conclusions arrived at by us in our report. The inter-connections of House are shown in Chart 'A'.

Bennett, Coleman & Co. Ltd.

Corporate investments play a crucial role in the mechanisms of the Sahu Jain House. Bharat Nidhi Ltd., Bharat Holdings Ltd., and PNB Finance Ltd., are some of the investment companies used for this purpose. The newspaper company's reply to the Press Commission shows that Bharat Nidhi Ltd., Ashoka Vinayoga Ltd., Sahu Jain Ltd., and PNB Finance Ltd., together hold 60 per cent of the paid up capital of the company. The top ten shareholders of Bharat Industries Ltd., (which is an MRTP company) who hold about 46 per cent of the equity share capital of the company include the above mentioned four shareholding companies as well as Bennett, Coleman & Co. Ltd., itself. The share of these five companies in the equity of Rohtas Industries Ltd., comes to nearly 32 per cent. This is the picture that remains even after the exclusion of other common shareholders identified as Sahu Jain House companies by both the Commission and ILPIC. The inter-locking of Directorships is revealed by the fact that Ashok Kumar Jain (son of Shanti Prasad Jain) is the Chairman of Bennett, Coleman & Co., as well as Bharat Industries Ltd., Bharat Nidhi Ltd., PNB Finance Ltd. and Sahu Jain Ltd. The Commission has further evidence from a letter from the Company Affairs Department which has identified the shareholders of the newspaper companies belonging to the Sahu Jain House. We are enclosing a statement (Enclosure 'B') @ by the Sahu Jain House itself revealed, prior to the anti-monopoly legislation, that Bennett, Coleman & Co. Ltd., and Rohtas Industries Ltd., and other companies, were constituents of the House.

We therefore, believe that there is no reason for us to modify our conclusions in this case.

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3. Hindustan Times & Behar Journals

The case of Hindustan Times Ltd., does not need any further explanation since the company has not contested our conclusions. The letter written to the Company Affairs Department by Behar Journals Ltd., is self revealing. If Saran Trading Co. Ltd., an investment company, is also treated as an undertaking under the MRTP Act, the company cannot avoid registration as an inter-connected undertaking. How 'Birlas' acquired control over these companies is described in detail by the First Press Commission.

4. Malayala Manorama

The available data supports the view that MRF Ltd., and Malayala Manorama Co. Ltd., are under control of the descendants of late Shri K.C. Mammen Mappillai. According to our information, Mr. Mammen Mappillai had seven sons. While some of the sons are on the Board of the MRF, others are either on the Board of Malayala Manorama Co. Ltd., or are Editors of the newspaper. It can be also observed that Mr. K.M. Varghese Mappillai, a director of Malayala Manorama Co. Ltd., is still on the Board of Young India Agencies (P) Ltd., who were the former managing agents of MRF, as well as Plantation companies like Gokul Rubber & Tea Plantations Ltd., Badra Coffee Estates Ltd., Devon Tea and Produce Co. Ltd., etc. The directors and known share-holders of MRF Ltd., belonging to the family, have shares in Malayala Manorama Co. Ltd., either in their own names or in the names of their sons, daughters or wives. For example, Dr. Peter Philip, the largest shareholder and a Director of Malayala Manorama Co. Ltd., is son of Shri K.M. Philip, a Director and shareholder of MRF Ltd. Similarly, the daughter and sons of Shri K.M. Mammen Mappillai, Chairman and Managing Director of MRF Ltd., hold shares in Malayala Manorama Co. Ltd. Uptil a few years back there was close inter-locking of directorships between the MRF and Malayala Manorama. There is overwhelming evidence to support our conclusions.

5. Sanmarg

The list of top 10 shareholders and Directors of Sanmarg (P) Ltd., given in our report is wholly based on the replies submitted by the company to the second Press Commission in response to the questionnaire sent by it. Therefore, the facts cannot be questioned by the company. The only dispute could be with regard to House association of the shareholders and Directors.

While the Sanmarg (P) Ltd., has questioned the inclusion under the Soorajmull Nagarmull House, if one goes by the directorships held by its Directors and list of shareholders it is obvious that the Sanmarg cannot be treated as an independent undertaking. The company has only gone by the limited provisions of the MRTP Act. We consider that the composition of the House as determined by the ILPIC is a better representation of business reality. Therefore, while it may be that Kanorias, who are close relations of Bajorias, (who together with Jalans constitute the House, may not qualify for inclusion under the House according to MRTP Act, these have to be seen as constituents of the Business Group known as Soorajmull Nagarmull.

6. Statesman Ltd.

In the newspaper company's rejoinder to our report it is admitted that "in 1963, 17 corporations... (whose inter-connections and House affiliations are not mentioned)... came

together in a consortium..." to control the Statesman. "These industrial houses" were admittedly reluctant to divest themselves of their shareholdings, in the face of alleged Central Government pressure. Under such circumstances it is normal in the business world to transfer shares to benami shareholders. The presence of various permutations of groups of shareholders, as is evident in the shareholders list of the Statesman Ltd., is a clear indication of such a phenomenon. The composition of the Board of Directors sufficiently indicates the continued influence of certain monopoly Houses. For example, Mafatlal Gagalbhai & Co. Pvt. Ltd., (an apex company of the Mafatlal House) was a former shareholder of the newspaper company. C.C. Chokshi, (who figured in six combinations of shareholders in 1978) a Director of Statesman Ltd., is the Vice-President of Mafatlal Engineering Industries Ltd., an MRTP company, as well as the senior partner in C.C. Chokshi & Co. who are the Auditors for a number of Mafatlal House companies including Mafatlal Industries Ltd., Indian Dyestuffs Industries Ltd., Hoechst Dyes & Chemicals Ltd., Mafatlal Fire Spinning & Manufacturing Co. Ltd., Standard Mills Co. Ltd., National Organic Chemicals Industries Ltd., and Polyolefine Industries Ltd., all MRTP registered companies). J.C. Shah, a Director of Bombay Gas Co. Ltd. (which was earlier a shareholder of Statesman Ltd.) continues as a Director as well as a shareholder of Statesman (he figured in three combinations of shareholders in 1978), although the Bombay Gas Co. Ltd. no longer formally appears in the list of shareholders of Statesman Ltd. Similarly Y.H. Malegam, a shareholder of the newspaper company, is a Director of Tata Filaj Ltd., Tata Oil Mills Co. Ltd. (MRTP companies) and the Volrho Ltd., which is promoted by Voltas Ltd. (another MRTP company). He is a partner in S.B. Billimoria & Co. which are Auditors for a number of Tata House companies viz. TISCO, TELCO, Tata Power Co. Ltd. Tata Chemicals Ltd., Tata Yodogawa Ltd., Voltas Ltd., and Tata Hydro Electric Power Supply Co. Ltd., (all MRTP undertakings).

As regards Guest Keen Williams Ltd., the largest private corporate shareholder in Statesman Ltd., it continues to be a subsidiary of Guest Keen & Nettlefolds Ltd., U.K., contrary to Shri C.R. Irani's assertion. The angry tone of Shri Irani's rejoinder to the findings of our study, is probably suggestive of the fears entertained in the controlling circles of the newspaper. It should be noted that Shri Irani figures in no less than five permutations in the list of the top ten shareholders of the company. A natural question would be : whom is he, together with his associates, representing ? It has been stated that a large number of shares of the company have been transferred. Who transferred, and to whom, and for what consideration ? Was this done through a public transaction or through private negotiation? From where did Shri Irani and his associates raise the requisite resources? These are questions which can only be answered through an exhaustive public inquiry.

We see no reason to revise our conclusion that the Statesman Ltd., continues to be under the control of a group of industrial houses and foreign interests.

7. Mathrubhoomi

The biographical notes given in the IENS Year Books regarding M.J. Krishna Mohan and M.P. Virendra Kumar, the

former and present Managing Directors respectively of Mathrubhoomi Printing and Publishing Co. Ltd., leave no doubt as to their other business interests. According to the MRTP Act, two companies are said to be under the same management, if both of them have a common Managing Director. This clearly shows the importance of a Managing Director. Further, the information supplied by the newspaper company shows that Mr. M.P. Virender Kumar, Managing Director and M.J. Vijaya Padman, a Director of the Company are both planters, while a third Director, Mr. P.V. Chandran was a Director of Kerala Rubber Plantation (P) Ltd. Therefore, our conclusions are fully borne out by the facts and require no revision.

8. Sandesh

Directorships held in textile companies by the Directors of Sandesh Ltd., reveal very clearly the association of the management of the newspaper company with textile industry. We have no reason to revise our views.

9. Jagran

The claim by Jagran Publications (P) Ltd., that there is no other company under its management is misleading. The company's Annual Report for the year ending 30-6-1977 contains the list of companies and firms under the same management, which have been listed in our report. Similarly IENS Year Book, 1981 provides the necessary evidence as to the number of papers published by this group. The IENS Year Book also shows the close co-ordination of the business activities by the group through common business representatives in different cities as also common office addresses. The different constituents function as one entity. The Jhansi unit has incidentally confirmed the family relationships with the management of Jagran Publications (P) Ltd., of Kanpur. The conclusions arrived at by us, therefore, require no modification.

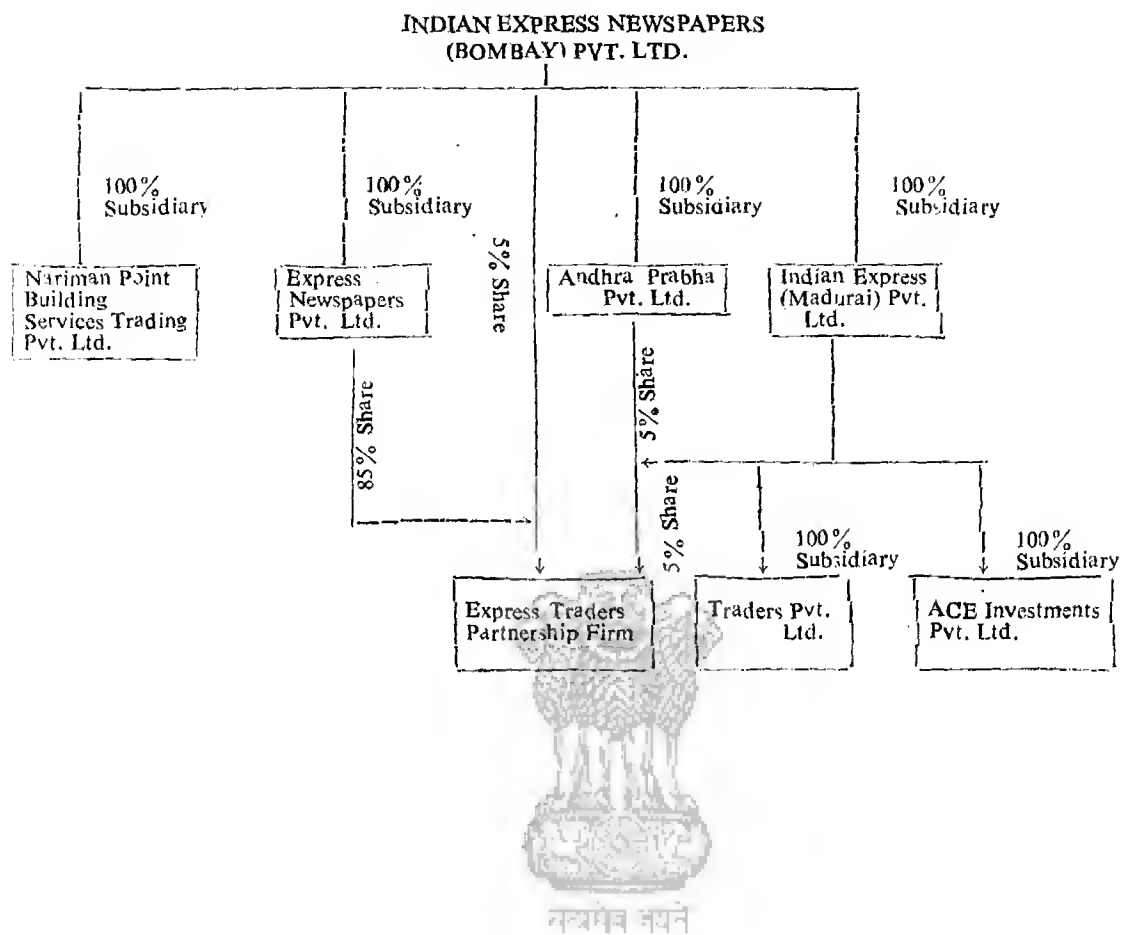
10. Rashtriya Vichar Sadhna

All the newspapers published by the group Rashtriya Vichar Sadhna and Allied Publications were shown under Shri Narakesari Prakashan Ltd., in the RNI Report for the year 1963. The information contained in IENS Year Book 1981, shows the continued operational coordination between the constituents of this group. We, therefore, do not find any reason to modify our conclusion.

11. Ananda Bazar Patrika

The case of Ananda Bazar Patrika Ltd., is a typical one where the company denies the existence of the 'Sarkar Family' but is silent on the family relationship of the Sarkars. It claims that it does not have any investment in the companies mentioned in our report. We also have not said that the newspaper company held shares in these companies. It is significant that the newspaper company is silent on the question whether any of the Sarkars hold shares or Directorships in these companies. For example, Arup Kumar Sarkar, General Manager and a leading shareholder of Anand Bazar Patrika Ltd., is a Director of Ananda Publishers Pvt. Ltd., Ananda Press & Publications Pvt. Ltd., Ananda Offset Pvt. Ltd., and Ananda Designs & Prints Pvt. Ltd.. Our conclusions remain unchanged in this case too.

CHART—'A' : INTER-CONNECTIONS OF SOME R.N. GOENKA HOUSE COMPANIES



Top 54 dailies—categories of ownership

(i) Newspapers owned or controlled by companies or undertakings or businessmen with interests in other businesses or industries

(a) Indian Express Group (Ramesh Goenka & Family)

1. <i>Indian Express</i> , Ahmedabad	English	6,47,709
Bangalore, Bombay, Chandigarh, Cochin, Delhi, Hyderabad, Madras, Madurai and Vijayawada.		
2. <i>Lok Satta</i> , Bombay	Marathi	2,44,331
3. <i>Dinamani</i> , Madras and Madurai.	Tamil	1,70,443
4. <i>Andhra Prabha</i> , Bangalore Hyderabad and Vijayawada.	Telugu	1,30,334
5. <i>Jansatta</i> , Ahmedabad and Rajkot.	Gujarati	81,287
6. <i>Kannada Prabha</i> , Bangalore	Kannada	53,387

(b) Times India Group

7. <i>Times of India</i> , Ahmedabad Bombay and Delhi.	English	4,67,812
8. <i>Nav Bharat Times</i> , Bombay and Delhi.	Hindi	4,17,514
9. <i>Maharashtra Times</i> , Bombay	Marathi	1,59,743

(c) Hindustan Times Group

10. <i>Hindustan Times</i> , Delhi	English	2,67,020
11. <i>Hindustan</i> , Delhi	Hindi	2,05,432

(d) Malayala Manorama

12. <i>Malayala Manorama</i> , Calicut, Cochin and Kottayam.	Malayalam	4,70,779
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(e) Deccan Herald, Bangalore

13. <i>Praja Vani</i> , Bangalore	Kannada	1,60,696
14. <i>Deccan Herald</i> , Bangalore	English	1,03,854

(f) Thanthi Group

15. <i>Daily Thanthi</i> , Coimbatore, Cuddalore, Madras, Madurai, Salem, Tiruchirapalli, Tirunelveli and Vellore.	Tamil	2,51,527
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(g) Statesman, Calcutta and Delhi

16. <i>Statesman</i> , Calcutta and Delhi.	English	2,48,359
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(h) Eenadu Group

17. <i>Eenadu</i> , Hyderabad, Vijayawada and Visakhapatnam.	Telugu	1,87,446
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(i) Gujarat Samachar Group

18. <i>Gujarat Samachar</i> , Ahmedabad and Surat.	Gujarati	1,76,278
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(j) Sandesh, Ahmedabad and Baroda

19. <i>Sandesh</i> , Ahmedabad and Baroda.	Gujarati	1,70,067
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(k) Jagran group

20. <i>Jagran</i> , Allahabad, Bhopal Gorakhpur, Jhansi, Kanpur and Rewa.	Hindi	1,65,962
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(l) Bombay Samachar

21. <i>Bombay Samachar</i> , Bombay	Gujarati	1,49,401
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(m) Kerala, Kaumudi, Trivandrum

22. <i>Kerala Kaumudi</i> , Trivandrum	Malayalam	1,44,913
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(n) Aryavarta, Patna

23. <i>Aryavarta</i> , Patna	Hind	1,03,971
24. <i>Indian Nation</i> , Patna	English	55,658

(o) Swatantra Bharat, Lucknow

25. <i>Swatantra Bharat</i> , Lucknow	Hindi	64,238
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(p) Udaya Vani, Manipal

26. <i>Udaya Vani</i> , Manipal	Kannada	53,880
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(q) Andhra Jyoti, Vijayawada

27. <i>Andhra Jyoti</i> , Vijayawada	Telugu	53,670
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(ii) Newspapers owned or controlled by companies or families or individuals or groups of individuals with primary interest in newspaper business

(a) Anand Bazar Patrika Group

1. <i>Ananda Bazar Patrika</i> , Calcutta.	Bengali	4,03,047
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(b) Amrita Bazar Patrika Group

2. <i>Jugantar</i> , Calcutta	Bengali	3,14,596
3. <i>Amrita Bazar Patrika</i> , Calcutta.	English	1,23,904
4. <i>Northern India Patrika</i> , Allahabad and Lucknow.	English	55,638

(c) Hindu

5. <i>Hindu</i> , Bangalore, Coimbatore and Madras.	English	2,16,811†
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(d) Hind Samachar Group

6. <i>Punjab Kesari</i> , Jullundur	Hindi	1,59,111
7. <i>Hind Samachar</i> , Jullundur	Urdu	69,646

(e) Sakal

8. <i>Sakal</i> , Bombay and Pune	Marathi	1,52,491
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(f) Nava Bharat

9. <i>Nava Bharat</i> , Bhopal, Indore, Jabalpur, Nagpur and Raipur	Hindi	1,32,628
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(g) Nai Dunia, Indore

10. <i>Nai Dunia</i> , Indore	Hindi	1,25,426
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(h) Aj

11. <i>Aj</i> , Kanpur and Varanasi	Hindi	1,17,834
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†The circulation of the Hindu given here is from the *Press in India* 1980 which gives the information collected by RNI for 1979. It has not taken into account the circulation of the Hyderabad and Madurai editions of the newspaper. The Audit Bureau of Circulations report says that all five editions of the *Hindu* combined had a circulation of 3,28,864 in the first half of 1981.

(i) Malai Murasu Group				(q) Navajyoti, Jaipur & Ajmer			
12. <i>Muloi Murasu</i> , Coimbatore, Tamil	90,724			20. <i>Navajyoti</i> , Jaipur and Ajmer	Hindi	52,308	
Madras, Madurai, Salem,				(iii) Newspapers owned or controlled by individuals or groups of individuals representing a variety of interests			
Tiruchirapalli, Tirunelveli				(a) Mathrubhumi, Calicut and Cohin			
and Vellore.				1. <i>Mathrubhumi</i> , Calicut and	Malayalam	3,08,833	
				Cohin.			
(j) Rajasthan Patrika, Jaipur				(iv) Newspapers brought out by trusts/educational organisations with primary interest in newspaper business			
13. <i>Rajasthan Patrika</i> , Jaipur	Hindi	84,117		(a) Tribune Trust			
(k) Dinamalar, Madras				1. <i>Tribune</i> , Chandigarh	English	1,56,689	
14. <i>Dinamalar</i> , Madras, Tiruchira-Tamil	83,188			(v) Newspapers owned or controlled by trusts or educational cultural and religious organisations as a means to achieve their wider objectives			
palli and Tirunelveli.				(a) Phulchhab, Rajkot			
(l) Vishwamitra, Bombay, Calcutta & Kanpur				1. <i>Phulchhab</i> , Rajkot	Gujarati	80,220	
15. <i>Vishwamitra</i> , Bombay,	Hindi	72,387		2. <i>Janma Bhoomi</i> , Bombay	Gujarati	50,103	
Calcutta and Kanpur.				(b) Kesari, Pune			
(m) Gujarat Mitra, Surat				3. <i>Kesari</i> , Pune	Marathi	75,505	
16. <i>Gujarat Mitra and Gujarat</i>	Gujarati	64,406		(c) Samaj, Cuttack			
<i>Darpan</i> , Surat.				4. <i>Samaj</i> , Cuttack	Oriya	72,703	
(n) Amar Ujala				(d) Deepika Kottayam			
17. <i>Amar Ujala</i> , Agra and	Hindi	61,053		5. <i>Deepika</i> , Kottayam	Malayalam	54,984	
Bareilly.							
(o) Express, Trichur							
18. <i>Express</i> , Trichur	Malayalam	55,020					
(p) Ajit Publications							
19. <i>Ajit</i> , Jullundur	Punjabi	52,634					



सत्यमेव जयते

Top 54 Dailies : Ownership and Control

(i) Newspapers owned or controlled by companies or undertakings or businessmen with interests in other businesses or industries

Indian Express Group

The India Express group of Newspapers are brought out by the following companies :—

- (i) Indian Express Newspapers (Bombay) Pvt. Ltd., Bombay.
- (ii) Indian Express (Madurai) Limited, Madras;
- (iii) Andhra Prabha Limited, Vijayawada; and
- (iv) Traders Private Limited, Bombay.

All the four are registered under the MRTP Act. The first three are registered as interconnected companies. The fourth was registered separately under the MRTP Act when it was connected with the Shriyans Prasad Jain Group. It has recently been taken over by Express Newspapers Limited, Madras, which is a fully owned subsidiary of the Indian Express Newspapers (Bombay) Private Limited. Indian Express (Madurai) Limited and Andhra Prabha Limited are also fully owned subsidiaries of the Indian Express Newspapers (Bombay) Private Limited.

The publications brought out by the Indian Express group of newspapers are as follows :

Sl. No.	Name of the publication	Language	Periodicity	Place of publication
1.	Indian Express	English	Daily	Bombay, Delhi, Chandigarh, Ahmedabad, Bangalore, Cochin, Madras, Vijayawada, Madurai and Hyderabad.
2.	Loksatta	Marathi	Daily	Bombay
3.	Financial Express.	English	Daily	Bombay and Delhi
4.	Dinamani	Tamil	Daily	Madurai and Madras.
5.	Andhra Prabha	Telugu	Daily	Hyderabad, Vijayawada and Bangalore.
6.	Kannada Prabha	Kannada	Daily	Bangalore
7.	Jansatta	Gujarati	Daily	Ahmedabad and Rajkot.
8.	Loksatta	Gujarati	Daily	Baroda
9.	Lok Prabha	Marathi	Weekly	Bombay
<i>Non-News interest publications</i>				
10.	Screen	English	Weekly	Bombay, Delhi and Madras
11.	Dinamani Kadir	Tamil	Weekly	Madras
12.	Andhra Prabha Illustrated Weekly	Telugu	Weekly	Madras

The share capital of the Indian Express Newspapers (Bombay) Pvt. Ltd., which is the holding company for three other Express Group Companies, Indian Express (Madurai) Ltd., Andhra Prabha Ltd. and Express Newspapers Ltd. consisted of 60,000 fully paid-up equity shares of Rs. 100 each and 26,500 fully paid-up preference shares of Rs. 100 each as on 30-4-1978, according to the company's annual report. According to information sent by the company the major shareholders and shares held by them in 1978 were as follows :

	1	2	3
		Fully paid-up equity shares of Rs. 100 each held	Fully paid-up Pref. shares of Rs. 100 each held
1. Shri Sharad Kumar Jain	340
2. Shri Ramnath Goenka	6,750
3. Smt. Saroj Goenka	3,700	4,496	..
4. Smt. Satyawati Jain	4
5. Smt. Neera Jain	344
6. Shri V.S. Tyagaraja Mudaliar	3,200
7. Shri Radhakrishna Dalmia	3,700
8. M/s. Ratanlal Dalmia Pvt. Ltd.	2,000
9. Shri R.K. Goenka	5,000
10. T.V.S. Charities	4,950
11. M/s. Dalmia Cement (Bharat) Ltd.	5,000
12. Shri C.A. Narayan	10
13. Shri Makhanlal Phumbhra	1,500
14. Shri Pramod Kumar Jain	40
15. M/s. Airlines Hotels and Caterers (Madras) Pvt. Ltd.	2,710
16. Mrs. Premā Srinivasan, Trustee of Moongibai Arati Family Trust	1,000
17. Mrs. Satyawati Jain Trustee of Moongibhai Rita Family Trust	1,000
18. Mrs. Premā Srinivasan, Trustee of Moongibhai Kavita Family Trust	1,000
19. Mrs. Satyawati Jain, Trustee of Moongibhai Arti Family Trust	1,690
20. Miss Rita Goenka, by Mother and Natural Guardian Mrs. Saroj Goenka (Rita Ganeriwal)	1,000	3,000	..
21. Shri R. Madhavan	3,500
22. Smt. Kamlawati Jain	340
23. Smt. Durgawati Jain	332
24. Miss Kavita Goenka by Mother and Natural Guardian Mrs. Saroj Goenka	2,400	3,000	..
25. Shri K.L. Shah	..	1	..
26. Shri T.S. Krishnan	..	1	..

1	2	3
27. Mrs. Arati Agarwal	3,001
28. Shri Anil Kumar Agarwal	1
29. Smt. S. Jayalakshmi	300	..
30. M/s. Nariman Point Bldg. Services & Trdg. P. Ltd.	5,000	..
31. Smt. Pratibha Budrinarayan	9,940	..
32. Smt. Prema Srinivasan, Treasurer, Goenka Charitable Trust	6,250
	60,000	26,500

Shri R.N. Goenka is the Chairman and Managing Director of the Indian Express Newspapers (Bombay) Pvt. Ltd., while Smt. Saroj Goenka, his daughter-in-law, is Managing Director of the Indian Express (Madurai) Ltd.

A large part of the shareholding of the Indian Express Newspapers (Bombay) Pvt. Ltd., is controlled by members of the Goenka family or their close relatives.

Shri R.N. Goenka's primary field of interest has been the Press but he has not been averse to use the funds of the newspaper companies controlled by him to acquire a foothold in other industries. In 1965, the Monopolies Inquiry Commission has observed, "The chain of Express newspapers, with a circulation of more than a million, is under the control of Ramnath Goenka, but his own industrial interests (outside the Press) do not appear to be large." But within a period of five years, Shri Goenka made an attempt to use the funds of the newspaper companies controlled by him to acquire the control of the Indian Iron and Steel Company Ltd. The attempt failed because of nationalisation of IISCO in 1972 and the newspaper companies had to bear a loss of crores of rupees.

The Fact Finding Committee on Newspaper Economics (FFCNE), which reported in 1975, said that some major newspaper concerns had diverted large funds for the use unrelated to newspaper business. Of the Rs. 17 crores diverted up to 1973, the Committee found that Rs. 11 crores related to the Indian Express Group. The following table gives the category-wise amount of funds diverted to non-newspaper business by the Indian Express Group, according to the FFCNE Report:

Nature of Use	Amount (Rs. in crores)
1. Investments in immovable properties	4.5
2. Investments in share of joint stock companies	4.8
3. Losses on trading in shares	6.3
4. Total	15.6
5. Less : Loans secured to finance investments in shares	4.4
6. Net	11.2

The FFCNE report says : "It is further known that the partnership firm of Express Traders which is fully owned by the Indian Express Group has not provided for losses known to have arisen on account of fall in the market value of shares held by it as on 31st March, 1973 amounting to Rs. 217 lakhs, of which Rs. 195 lakhs are to be borne by three newspaper companies of this group".

*Of which Rs. 1.95 crores were known to have been lost on account of fall in the market values of shares held by them but not provided for in the books of the group.

Three of the newspaper publishing companies of the India Express Group continue to be associated with the partnership firm of Express Traders, though their percentage share in profit/loss of the partnership has come down. But this has been achieved by increasing the share capital of the partnership from Rs. one lakh earlier to Rs. 60 lakhs from 1-4-1978. According to the 19th Annual Report of the Indian Express Newspapers (Bombay) Pvt. Ltd., for the year ended 30th April, 1978, the changes in the contribution of capital and profit/loss share proportion in the partnership firm are as follows :—

Name of the Partner	As from 1-4-1978		Prior to 1-4-1978	
	Share in Capital (Rs. in lakhs)	Share in Profit/Loss	Share in capital (Rs. in lakhs)	Share in Profit/Loss
1. Indian Express Newspapers (Bombay) Pvt. Ltd.	3.00	5%	0.30	30%
2. Indian Express (Madurai) Ltd.	3.00	5%	0.55	55%
3. Express Newspapers Ltd. Madras	51.00	85%	0.10	10%
4. Andhra Prabha Ltd.	3.00	5%	0.05	5%

Indian Express (Madurai) Limited, Madras has a fully owned subsidiary, Ace Investments Limited. It has been a subsidiary since 12th June, 1969.

Members of Shri R.N. Goenka's family or their close relatives also have a substantial interest in Airlines Hotels & Caterers (Madras) Private Limited and a firm, Traders and Traders. Both of these are registered under the MRTP Act.

Another company, Nariman Point Building Services and Trading Private Limited was a wholly owned subsidiary of the Indian Express Newspapers (Bombay) Private Limited as on 30th April 1974. But after that the newspaper company seems to have disinvested itself of its share. But two daughters of Mrs. Arati Aggarwal, Director of Indian Express Newspapers (Bombay) Private Limited and grand daughter of Shri R.N. Goenka hold 12 shares out of 400 shares of the Nariman Point Building Services and Trading Private Limited.

Of the total 155 shares of the Airlines Hotels & Caterers (Madras) Private Limited Mrs. Saroj Goenka, daughter-in-law of Shri R.N. Goenka held 65 shares in 1978. Another 75 shares were held by Mrs. Arati Aggarwal, Mrs. Rita Ganeriwal and Mrs. Kavita Singhania, grand daughters of Shri R.N. Goenka.

It is clear that though the Monopolies Inquiry Commission had found in 1965 that Shri Ramnath Goenka's industrial interests (outside the Press) generally do not appear to be large, he and members of his family have had no compunction in using funds of the newspaper companies controlled by them to further their business interests in other industries. Shri Ramnath Goenka's attempt to acquire control over the Indian Iron & Steel Company Ltd. in the late sixties and consequent loss of crores of rupees suffered by the newspaper companies shown the danger of a mix up of news and non-newspaper business interests of owners of newspapers. The newspaper companies until recently had to make provision for losses incurred in trading and speculation in shares. The Indian Express Newspapers (Bombay) Private Limited's annual report for the year ended 30th April, 1978 provides Rs. 1,86,200 as expenditure on account of share of loss from Express Traders.

The recurring effect of the loss incurred in trading in shares is also shown by the fact that the company was not able to provide for a large number of contingent liabilities, according to the annual report referred to above. The contingent liabilities not provided for were as follows :

- (a) Claims against the company not acknowledged as debts : Rs.13,14,801 (Previous year Rs.13,14,801)
- (b) Arrears of Preference Dividend for the years ended 30-4-1962 to 30-4-1978 Rs. 38,14,593 (Previous year Rs.35,86,093).
- (c) In respect of guarantees given to Bank/Insurance Companies for loans and other facilities given by them to subsidiary companies totals to Rs. 253.99 lakhs (Previous year Rs.170 laks).
- (d) The Company has contingent liability as a partner of Express Traders in respect of various claims made by the Brokers arising out of various loan Budla transactions. The claims which are pending in Court as on 30-4-1975 amount to Rs.1,97,109.96 and the Company has filed a Counter Suit for the recovery of Rs.43,270.82 which is also pending in the Court."

The increase in the share capital of Express Traders indicates that the owners of the Indian Express Group continue to maintain their capability to use newspaper funds to further their interests in other industries.

Despite reminders, the Indian Express group of companies did not respond to our request for information on their directors and other directorships held by them as well as on the latest position regarding their shareholding. From the information given above it is apparent that the Express group of newspapers are brought out by companies which have interests in other companies engaged in other businesses.

Times of India Group

The Times of India group of publications are brought out by Bennett, Coleman & Co. Ltd., Bombay. The names of all the publications of the Company, their language and periodicity etc. are given below :

Name of the Publication	Language	Periodicity	Place of Publication
1	2	3	4
1. The Times of India	English	Daily	Bombay, Delhi and Ahmedabad
2. The Economic Times	English	Daily	Bombay, Delhi and Calcutta
3. Navbharat Times	Hindi	Daily	Delhi and Bombay
4. Evening News of India	English	Daily (except Sunday)	Bombay
5. Sandhya Times	Hindi	Daily (except Sunday)	Delhi
6. Maharashtra Times	Marathi	Daily	Bombay
7. Illustrated Weekly of India	English	Weekly	Bombay
8. Dharmayug	Hindi	Weekly	Bombay
9. Dinman	Hindi	Weekly	Delhi
10. Filmfare	English	Fort-nightly	Bombay

1	2	3	4
11. Femina	English	Fort-nightly	Bombay
12. Madhuri	Hindi	Fort-nightly	Bombay
13. Sarika	Hindi	Fort-nightly	Delhi
14. Sience Today	English	Monthly	Bombay
15. Parag	Hindi	Monthly	Delhi
16. Indrajai Comics	English, Hindi, Bengali, Kannada	Weekly	Bombay
17. Competition Times	English	Monthly	Delhi

Over 90 per cent of the total paid-up capital of the company is held by the top 10 shareholders. The top five shareholders are joint stock companies accounting for more than 74 per cent of the paid-up capital. The names of the top shareholders and the paid-up capital held by them are given below :

Top Shareholders	Percentage of total paid-up capital
1. Bharat Nidhi Limited	24.42
2. Ashoka Holding Ltd.	14.11
3. Ashoka Viniyoga Ltd.	12.54
4. M/s. Sahu Jain Ltd.	11.71
5. P.N.B. Finance Ltd.	12.94
6. Shri Ashok Kumar Jain	5.35
7. Shri Akshya Kumar Jain and Shri Lakshmi Chandra Jain	3.13
8. Shri Nemichand Jain and Shri Prabhudayal Dabriwala	3.13
9. Shri Manoj Kumar Jain	2.94
10. Sahu Jain Charitable Society	0.20
	90.47

The company has five Directors. Three of them are Directors of several other companies including in some cases of companies which are the top shareholders of the newspaper company:

The names of the Directors and other directorships held by them are as follows :

- (1) A.K. Jain
 - (i) New Central Jute Mills Co. Ltd.
 - (ii) P.N.B. Finance Ltd.
 - (iii) Sahu Jain Ltd.
 - (iv) Bharat Nidhi Ltd.
 - (v) Oriental Gas Co. Ltd.
 - (vi) Rohtas Industries Ltd.
- (2) Narendra Kumar
 - (i) Batabari Tea Co. Ltd.
 - (ii) Rameshwar Prasad Plantation & Engineering Industries Ltd.
 - (iii) Durrung Steels Ltd.
 - (iv) Turner, Morrison & Co. Ltd.
 - (v) India Jute Co. Ltd.

- (vi) Schwetamitra Investment and Trading Pvt. Ltd.
 (vii) Ellenbarie Industrial Gases Ltd.
 (viii) Sheoparshad Bhagwat Parshad Private Ltd.
 (ix) Shalimar Tar Products Ltd.
 (x) SPBP Tea Industries Pvt. Ltd.
- (3) Dr. Ram S. Tarneja (i) Arim Metal Industries Pvt. Ltd.
 (ii) Arim Tyres Pvt. Ltd.
 (iii) Tarneja Farming Pvt. Ltd.
 (iv) Welcast Steels Ltd.
 (v) Bombay Wire Ropes Ltd.
 (vi) New Standard Engineering Co. Ltd.
 (vii) Oeekay Automotive Product Ltd.
 (viii) Otis Elevator Co. (I) Ltd.
 (ix) Anil Hardboards Ltd.
 (x) Bharat Gears Ltd.
 (xi) United News of India Ltd.
 (xii) Indian & Eastern Newspaper Society
 (xiii) Audit Bureau of Circulations Ltd.
 (xiv) International Management Institute (Proposed Society)

Two other Directors, Dr. Nihar Ranjan Ray and Shri T.K. Tuko do not hold directorships of other companies.

Bennett, Coleman & Co. has investments in 10 companies engaged in business for removed from the newspaper world. The investments in these companies as well in PTI, UNI, United Trust of India and National Savings certificates amount to Rs. 35.38 lakhs.

Since more than 50 per cent of the shares in Bennett Coleman & Co. are held by companies and businessmen having interests in other businesses as also more than 50 per cent of its directors hold directorships of other companies engaged in businesses other than newspaper publishing, we are of the view that the newspaper brought out by Bennett Coleman & Co. are own and controlled by companies and businessmen having interest in other businesses.

The Hindustan Times Ltd.

The Press in India, 1980 puts the Hindustan Times Limited, Behar Journals Limited, Newspapers Limited and Eastern Economist Limited as part of one common ownership unit. The IIPA study says that all these companies are under the control of the Birla House.

The publications brought out by the Hindustan Times Limited are as follows:

Name of the paper	Periodicity	Language
1. The Hindustan Times	Daily	English
2. Hindustan	Daily	Hindi
3. Hindustan Times Evening News	Daily	English
4. Weekend Review	Weekly	English
5. Saptahik Hindustan	Weekly	Hindi
6. Kadambini	Monthly	Hindi
7. Nandan	Monthly	Hindi
8. Overseas Hindustan Times	Weekly	English

All the above are published from New Delhi.

Newspapers Limited, Allahabad, which used to publish *Bharat Hindi* daily from Allahabad, informed us that the company has now stopped publication of newspapers.

The Behar Journals Ltd., Patna publish the following newspapers:

Name of the Paper	Periodicity	Language
1. Searchlight	Daily	English
2. Pradeep	Daily	Hindi

The Eastern Economist Limited, New Delhi brings out the *Eastern Economist*, an economic weekly in English from New Delhi.

The list of the top 10 shareholders of the Hindustan Times Limited, is given below:

	No. of Equity shares	Percentage of equity shares
1. Birla Brothers (P) Ltd., Calcutta	4,310	26.31
2. Oudh Sugar Mills Ltd., Calcutta	2,624	16.02
3. Texmaco Ltd., 24 parganas (West Bengal)	2,620	15.99
4. Birla Jute Manufacturing Co. Ltd., Calcutta	2,500	15.26
5. Sutej Cotton Mills Supply Agency Ltd., P.O. Birla Nagar (Madhya Pradesh)	1,122	6.85
6. Pilani Investment Corporation, Gwalior	600	3.66
7. Late Pt. Madan Mohan Malviya, Hindu University, Varanasi	170	1.04
8. L.N. Gadodia & Sons (P) Ltd., Delhi.	120	0.73
9. All India Hindu Mahasabha, N. Delhi	120	0.73
10. Tata Sons Ltd., Bombay	100	0.61
11. Kesar Sugar Works Ltd., Bombay	100	0.61
	14,386	87.81

There are eight directors. Their names and other directorships held by them are as follows:

(1) K.K. Birla, Chairman, Industrialist

- Texmaco Ltd.,
- New India Sugar Mills Ltd.
- Gobind Sugar Mills Ltd.
- Ratnakar Shipping Co. Ltd.
- Bharat Sugar Mills Ltd.
- The New Swadeshi Sugar Mills Ltd.
- Upper Ganges Sugar Mills Ltd.
- The Oudh Sugar Mills Ltd.
- The Birla Cotton Spg. & Wvg. Mills Ltd.
- Pilani Investment Corp. Ltd.
- Indian Malayasia Textile, Berhand
- India Steamship Co. Ltd., Calcutta
- Zuari Agro Chemicals Ltd., Bombay
- Sutej Cotton Mills Ltd., Amritsar
- Fertilizer Corp. of India
- Birla Brothers Pvt. Ltd.
- Highsea Steamship Pvt. Ltd.

(2) S.N. Gupta, Business Executive

- (a) Champaran Marketing Co. Ltd.
- (b) Uttar Pradesh Trading Co. Ltd.
- (c) Jaipur Development Co. Ltd.
- (d) Indore Exporting & Importing Co. Ltd.
- (e) Industrial Trust Ltd.
- (f) Airconditioning Corpn. Ltd.
- (g) Shakhavati General Traders Ltd.
- (h) Ratnakar Buildings Ltd.
- (i) Central India Industries Ltd.
- (j) Usha Development Co. Ltd.
- (k) Kapil Vastu Sugar Mills Ltd.
- (l) Macfarlane & Company Ltd.

(3) D.R. Dani, Business Executive

- (a) Birla Cotton Spg. & Wvg. Mills Ltd.

(4) G.R. Dalmia, Business Executive

- (a) Usha Knitting & Processing Pvt. Ltd.
- (b) Navneet Synthetics Pvt. Ltd.
- (c) Punjab Paper Mills Ltd.
- (d) Banswara Textile Mills Ltd.
- (e) Beekaylon Synthetics Ltd.
- (f) Jagdamba Paper Industries Pvt. Ltd.

(5) O.P. Khaitan, Solicitor & Advocate

- (a) Madhusudan Vegetables Products Co. Ltd.
- (b) Dalmia Dairy Industries Ltd.
- (c) Indo-Euro Chemicals Service Ltd.
- (d) Perfect Pac Ltd.
- (e) J.K. Industries Ltd.
- (f) Springs India Ltd.
- (g) Dalmia Ceramic Industries Ltd.
- (h) Oriental Carpet Mfg. (India) Ltd.
- (i) Renusagar Power Supply Ltd.
- (j) Hindustan Everest Tools Ltd.
- (k) Electric Construction & Equipments Co. Ltd.
- (l) Transasia Carpets Ltd.
- (m) Jai Transmission Pvt. Ltd.
- (n) Jaden Conci Pvt. Ltd.
- (o) Mehta Industries Ltd.
- (p) Star Paper Mills Ltd.
- (q) Rama Fibres Ltd.
- (r) Akola Oil Industries Ltd.
- (s) Birla Eastern Ltd.
- (t) Golden Paper Udyog Pvt. Ltd.
- (u) Shree Digvijay Woollen Mills Ltd.

(6) M.L. Khandelia, Business Executive

- (a) Behar Journals Ltd.
- (b) New Swadeshi Sugar Mill Ltd.

(7) K.C. Mathur, Business Executive

- (a) Shobhana Traders Ltd.
- (b) Jayant Investment Corporation Pvt. Ltd.
- (c) Nilgiri Plantations Ltd.
- (d) Shree Services & Trading Co. Ltd.

(8) D.N. Patodia, Industrialist

- (a) Control Electronics Pvt. Ltd.
- (b) Tins Products Ltd.
- (c) Jay Shree Tea & Industries Ltd.
- (d) Universal Industries & Cotton Mills Ltd.
- (e) Pilani Investment Corpn. Ltd.
- (f) Spring India Ltd.
- (g) Moha Electro Steels Ltd.
- (h) Allahabad Bank
- (i) Shree Bhawani Cotton Mills & Industries Ltd.

We are of the view that the newspapers brought out by Hindustan Times Ltd., are owned and controlled by companies and businessmen engaged in or having interests in other businesses as more than 50 per cent of its shares are held by them and more than 50 per cent of its directors hold directorships of other companies engaged in other businesses.

A list of the top 10 shareholders of Behar Journals Ltd., is given below :

Name	No. of equity shares	Percentage of equity shares
1. New India Sugar Mills Ltd.	1,10,161	87.81
2. Darbhanga Marketing Co. Ltd.	2,600	2.07
3. Oudh Sugar Mills	1,200	Below 1
4. Shri M.R. Rungta	760	-do-
5. Shri K.C. Sarda	340	-do-
6. National Insurance Co. Ltd.	500	-do-
7. Birla Jute & Manufacturing Co. Ltd.	600	-do-
8. Shri G.D. Makharia	560	-do-
9. Shri G. Thirani	920	-do-
10. Shri Syed Hasan Imam	1,018	-do-

We are of the view that the newspapers brought out by Behar Journals Ltd. are owned by companies engaged in other businesses who hold over 50 per cent of its shares.

The bulk of the share capital of the Eastern Economist Limited, New Delhi is with five shareholders. Four joint stock companies account for Rs. 1,57,000 of the total share capital of Rs. 1,99,800. The list of the top shareholders and their shareholding is as follows:

Top shareholders	Actual shareholding
1. Birla Jute Mfg. Co. Ltd.	Rs. 40,000
2. Bharat Arogya Mandir	Rs. 40,000
3. Pilani Investment Corpn. Ltd.	Rs. 40,000
4. Sutlej Cotton Mills Ltd.	Rs. 40,000
5. Birla Cotton Spg. & Wvg. Mills Ltd.	Rs. 37,000

There are three Directors, one of whom holds directorships of other companies also. The names of the Directors and other directorships held are as follows :

Directors	Other Directorships held
1. Dalip Singh (Part-time) Business Executive	1. Hindustan Everest Tools Ltd. 2. Janasova Investment Ltd. 3. Hindustan Gum & Chemicals Ltd.
2. B.N. Saxena (Part-time) Business Executive	
3. Maj. Gen. U.C. Dubey (Part-time) (Retd).	

Since more than 50 per cent of the shares in the Eastern Economist, New Delhi are held by companies engaged in other business, we are of the view that the newspaper published by it is owned by companies with interests in other businesses.

Malayala Manorama, Kottayam

The Malayala Manorama Company Limited, Kottayam brings out the following publications :

Name of the paper	Periodicity	Language	Place of Publication
(i) Malayala Manorama	Daily	Malayalam	Kottayam, Calicut, Cochin
(ii) Malayala Manorama Weekly	Weekly	Malayalam	Kottayam

The top ten shareholders of the company hold nearly 45 per cent of the paid-up capital. Their names and shareholding are as follows :

Name	No. of shares	Percentage of total shares
1. Dr. Peter Philip	11,070	6.15
2. Jacob Mathew	9,540	5.30
3. George Jacob	9,000	5.00
4. Master Karun Philip	9,000	5.00
5. Mrs. Mariamma Kurian	7,447	4.14
6. Master Arun Mammen	7,390	4.10
7. A.G. Mathew	7,020	3.90
8. Master Jayant Mammen	6,920	3.84
9. Mrs. Beebi Mammen	6,750	3.75
10. Philip Mathew	6,446	3.58
	80,583	44.76

There are seven Directors, all of them part-time and having their main profession as business. The names of the Directors and other directorships held by them are as follows :

Name of the Director	Other directorships held
1. K.M. Verghese Mappillai	Badra Coffee Estates Ltd. Gokul Rubber & Tea Plantation Ltd. Young India Agencies (P) Ltd. Pandalur Plantations (P) Ltd. Devon Machines (P) Ltd. Balanoor Tea and Rubber Co. Ltd. Devon Tea & Products Co. Ltd.—Mg. Director
2. Mammen Bapen	Balanoor Tea & Rubber Co. Ltd. India Coffee & Tea Distributing Co. Ltd.
3. K.C. Mammen	Mysore Rubber (P) Ltd. } Mg. Badra Coffee Estates Ltd. } Director India Coffee & Tea Distributing Co. Ltd. Devon Machines (P) Ltd. M.M. Containers (P) Ltd.
4. Dr. Peter Philip	Devon Tea & Products Co. Ltd. Mysore Rubbers (P) Ltd.
5. N.V. Kurian	South India Chemicals & Fertilisers Ltd.
6. S.G. Keshava Murthy	Devon Plastics Ltd. Tranquil Rubber Sales Ltd. Badra Coffee Estates Ltd. Devon Tea & Products Co. Ltd. Balanoor Tea & Rubber Co. Ltd.

Name of the Director	Other directorships held
7. P.T. Thomas	The Tropical Plantations Ltd. Kottayam The Malankara Rubber & Products Co. Ltd. Palampadam Plantations Ltd. Kottayam

Since more than 50 per cent directors of Malayala Manorama Company Limited, hold directorships of other companies engaged in other businesses we are of the view that the newspapers published by Malayala Manorama Company Limited are controlled by persons having interests in other businesses.

Deccan Herald, Bangalore

The Printers (Mysore), Limited, Bangalor brings out the following publications :

Name of the publication	Language	Periodicity	Place of Publication
1. Deccan Herald	English	Daily	Bangalore
2. Prajavani	Kannada	Daily	Bangalore
3. Sudha	Kannada	Weekly	Bangalore
4. Mayura	Kannada	Monthly	Bangalore

The top 10 shareholders account for 85 per cent of the total share capital of Rs. 20 lakhs of the company. Their names and shareholding are as follows :

	Per cent of total share capital
1. K.N. Hari Kumar	17.5
2. K.N. Tilak Kumar	17.5
3. K.N. Shanta Kumar	17.5
4. K.N. Guruswamy Charitable Trust	5.0
5. K.N. Guruswamy & Co. Pvt. Ltd.	5.0
6. K.N. Hari Kumar Investments Pvt. Ltd.	5.0
7. K. Venkataswamy	5.0
8. S.D. Narayanasa	5.0
9. S.D. Shivaji	5.0
10. K.N. Guruswamy	2.5
Total	85.0

S/shri K.N. Hari Kumar, K.N. Tilak Kumar and K.N. Shanta Kumar, who hold 52.5 per cent of the share capital, are brothers. S/shri S.D. Narayanasa and S.D. Shivaji, who account for another 10 per cent of the share capital, are also brothers.

All the five members of the board of directors hold directorships of other companies also. Their names and other directorships held are as follows :

(i) Shri K.N. Guruswamy, Industrialist	M/s K.N. Guruswamy & Co. Pvt. Ltd.
(ii) Shri K.N. Hari Kumar, Journalist (Editor, Deccan Herald)	M/s Devon Tea and Produce Co. Ltd. M/s K.N. Guruswamy & Co. Pvt. Ltd. M/s P.T.I. Ltd. M/s K.N. Hari Kumar, Investments Pvt. Ltd.

- (iii) V.T. Velu, Industrialist
- M/s. V.S.T. Tillers & Tractors Ltd.—Mg. Directors
Lakshmi Automatic Loom Works Ltd.
M/s. Cholamandalam Investment & Finance Co. Ltd.
M/s. V.T. Velu Investments Pvt. Ltd.
M/s. V.S.T. Motors Pvt. Ltd.
M/s. Crest Construction (P) Ltd.
- (iv) V. Emberumanar Chetty, Industrialist
- Tube Lights (P) Ltd.
Mg. Director
Madras Rubber Factory
Engine Valves Ltd.
Madras Vanaspati Ltd.
Mico Farm Chemicals Ltd.
Kalyanpur Lime and Cements Works Ltd.
- (v) S.D. Narayanas, Industrialist
- S. Dhondusa Sons Hotels Pvt. Ltd.

Since all the directors of Printers (Mysore) Ltd. hold directorships of companies engaged in other businesses we are of the view that the newspapers published by Printers (Mysore) Ltd. are controlled by businessmen having interests in businesses other than newspaper publishing.

Thanthi group

The Thanthi Trust brings out *Thanthi*, a Tamil daily from nine centres, Madras, Madurai, Trichy, Coimbatore, Tirunelveli, Vellore, Cuddalore, Salem and Bangalore.

The trustees of the Thanthi Trust are :

- (i) Shri B.S. Adityan
- (ii) Educational Trustee Company Ltd.

The Trust informed us that Shri B.S. Adityan also holds directorships in the following companies :

- (i) Sun Paper Mills Ltd.
- (ii) Aruna Sugars Ltd.
- (iii) Cements and Chemicals India Ltd.
- (iv) Ramchandra Chemicals Ltd.
- (v) Shesayee Industries Ltd.
- (vi) India Cements Ltd.

As, out of the two trustees, one is a joint stock company while the other, who is an individual, holds directorships of several other companies, we are of the view that the Thanthi Trust is controlled by people having interests in other industries/business activities.

The Statesman, Calcutta

The Statesman Limited publishes the following :—

- (i) *The Statesman*, Calcutta and Delhi;
- (ii) *The Sunday Statesman*, Calcutta and Delhi; and
- (iii) *The Statesman Weekly*

The paid up share capital of the newspaper company consists of 79,332 ordinary shares of Rs. 100 each. The top 10 shareholders account for 57.73 per cent of the paid up share capital.

Two companies figure among the top 10 shareholders. Of them, Andrew Yule & Company Limited with 12.56 per cent shareholding is a Government of India undertaking. Guest Keen Williams Limited, which holds 7.48 per cent of the equity share is a company registered under the MRTA Act under

Section 20a(i)(ii)/b(i). The other top shareholders are groups of three or four persons, holding shares jointly and account for 37.69 per cent of the paid up share capital.

Another big chunk of shareholding is with staff members though none of them comes among the top 10 shareholders. As on 31st December 1978, 27 per cent of the share capital was with 66 staff members, holding the shares either individually or in groups of two persons. Five of them had a shareholding of one per cent or more of the paid up share capital.

The top 10 shareholders and the per-centage of paid up share capital held by them are as follows :—

Sl. No.	Name of Shareholder	Percentage of paid up share capital held
1.	Andrew Yule & Co. Ltd. (Govt. of India undertaking)	12.56
2.	Guest Keen Williams Ltd.	7.48
3.	J.C. Shah, C.R. Irani & R.M. Chatterjee	8.74
4.	C.C. Chokshi, C.R. Irani & R.M. Chatterjee	5.54
5.	S.P. Mehta, S.J. Sorabjee, I.M. Chagla & J.R. Gagrath	4.58
6.	C.R. Irani, J.P. Patel & Tarun Banerjee	4.37
7.	C.R. Irani, J.P. Patel, & V.V. John	4.37
8.	S.J. Sorabjee, I.M. Chagla, J.R. Gagrath & H.P. Ranina	3.95
9.	S.J. Sorabjee, I.M. Chagla, J.R. Gagrath & Y.H. Malegam	3.95
10.	C.R. Irani, C.C. Chokshi, J.C. Shah & V.V. John	2.19
		57.73

There are five Directors. Their names, main occupation and other directorships held are as follows :—

Sl. No.	Name	Part-time Whole-time.	Occupation	Other directorships held
1	2	3	4	5
1.	Mr. J.C. Shah Chairman	Part-time	Retd. Chief Justice of India	Bombay Gas Co. Ltd., Press Trust of India Ltd.
2.	Sir Biren Mookerjee	-do-	Company Director	Martin Burn Ltd., Alkali & Chemical Corp. of India Ltd. Jardine Henderson Ltd. Shree Synthetics Ltd. United India Credit & Development Co. Ltd.
3.	Mr. C.C. Chokshi	-do-	Chartered Accountant	Hindustan Brown Boveri Ltd. May & Baker (India) Ltd. Mafatlal Engineering Industries Ltd. Shri Ambica Mills, Ltd.

1	2	3	4	5
				Dagger-Forst Tools Ltd. Bank of Baroda† The Indian Merchants' Chamber.
4. Dr. Tarun Banerjee	Part-time	Medical Practitioner	Nil	
5. Mr. C.R. Irani, Managing Director	Whole-time	Company Director	Press Trust of India Ltd. Press Foundation of Asia, Manila Nachiketa Publication Ltd.	
			(a subsidiary) International Press Institute.	
			The Indian & Eastern Newspaper Society	
			†The Cricket Club of India, Ltd.	

Four out of the five Directors are Directors of other companies also. In one case, that of Shri C. R. Irani, Managing Director, the other directorships held are of a subsidiary company and Press organisations and bodies. In the case of the Chairman of the company, Shri J.C. Shah, one of the two other directorships is of the Press Trust of India Limited. The other is of Bombay Gas Company Limited, which is registered under the MRTP Act under Section 20a(ii)/b(i). In the case of two Directors, Sir Biren Mookerjee and Shri C.C. Chokshi, there is a substantial involvement in companies engaged in business far removed from the newspaper world.

According to the authors of the study commissioned by us the Statesman Limited is under the control of a group of industrial houses and foreign interests. They also stated that during the past few years, a number of changes were reported in the shareholding structure of this company as a number of industrial houses bought shares of the Statesman Limited. In a rejoinder to the study report, Shri C.R. Irani, Managing Director of the Company said: "It is stated that during the past few years a number of changes are reported in the shareholding structure of the company as a number of industrial houses bought shares in the Statesman Limited. The statement is false to the knowledge of the authors of the report in which the statement has been made. In 1963, the shareholders of the Company were 17 corporations, all of which came together in a consortium, to maintain the independence, integrity and reputation of the Statesman. At the same time, it was therefore provided in the Articles of Association of the Company that no shareholder or group of shareholders could hold more than 13 per cent of the shares. The intention was to prevent any domination in the affairs of the newspaper."

"The changes in the shareholding that have taken place since 1963 have not been as a result of 'Industrial houses buying shares in the Statesman Limited.' It was exactly the contrary. The changes took place as a result of the pressure brought to bear by the Central Government on individual shareholding companies of the Statesman Limited precisely to interfere with the affairs of the newspaper on behalf of the Central Government. These industrial houses, to their great credit, did not wish to do so and some of them suffered for resisting the demands of the Government. To prevent such abuse of power on the part of the Central Government, most of these companies divested themselves of the shareholding in the Statesman Limited over a period of time. We regard the statement made in this report as a deliberate and mischievous mis-statement of the facts. When the undersigned appeared before the Press Commission to give evidence in April 1981, he elaborated on the circumstances leading to this dis-investment by the most prominent and highly reputed Indian companies who were at one stage our shareholders."

"The further statement that 'The Statesman Limited continues to be under control of a group of industrial houses and foreign interests is a further deliberate mis-representation. The reference to 'foreign interests' is presumably to 'Guest Keen Williams Limited, an Indian Company, who holds a mere 7.48 per cent of the shares.'"

When the attention of the authors of the study was drawn to the rejoinder received from Shri C.R. Irani, they said the industrial houses controlling the Statesman upto a few years back were "admittedly reluctant to divest themselves of their share holdings, in the force of alleged Central Government pressure. Under such circumstances it is normal in the business world to transfer shares to benami shareholders. The presence of various permutations of groups of shareholders, as is evident in the shareholders' list of the Statesman Limited, is a clear indication of such a phenomenon. The composition of the Board of Directors sufficiently indicates the continued influence of certain monopoly houses. For example, Mafatlal Gagalbhai & Co. Pvt. Ltd., (an apex company of the Mafatlal house) was a former shareholder of the newspaper company. C.C. Chokshi (who figured in six combinations of shareholders in 1978) a Director of Statesman Limited is the Vice-President of Mafatlal Engineering Industries Limited, an MRTP Company, as well as the senior partner in C.C. Chokshi & Co. who are the auditors for a number of Mafatlal house companies, including Mafatlal Industries Limited, Indian Dyestuffs Industries Ltd., Hoechst Dyes & Chemicals Limited, Mafatlal Fine Spinning & Manufacturing Co. Ltd., Standard Mills Co. Ltd., National Organic Chemical Industries, Ltd., and Polyolefine Industries Ltd., (all MRTP registered companies). J.C. Shah, a Director of Bombay Gas Co. Ltd., (which was earlier a shareholder of Statesman Ltd. continues as a Director as well as a shareholder of Statesman Limited (he figured in three combinations of shareholders in 1978), although the Bombay Gas Co. Ltd., no longer formally appears in the list of shareholders of Statesman Limited. Similarly Y.H. Malegam, a shareholder of the newspaper company, is a Director of Tata Finlay Ltd., Tata Oil Mills Co. Ltd. (MRTP companies) and the Volrho Ltd., which is promoted by Voltas Ltd. (another MRTP company). He is a partner in S.B. Billimoria & Co. which are auditors for a number of Tata House companies viz., TISCO, TELCO, Tata Power Co. Ltd., and Tata Chemicals Ltd., Tata Yodogawa Ltd., Voltas Ltd., and Tata Hydro Electric Power Supply Co. Ltd. (all MRTP undertakings).

"As regards Guest Keen Willaims Limited, the largest private corporate shareholder in Statesman Limited, it continues to be a subsidiary of Guest Keen & Nettlefolds, Ltd. U.K., contrary to Shri C.R. Irani's assertion. The angry tone of Shri Irani's rejoinder to the findings of our study is probably suggestive of the fears entertained in the controlling circles of the news paper. It should be noted that Shri Irani figures in no less than five permutations in the list of the top 10 shareholders of the company. A natural question would be : who is he, together with his associates, representing? It has been stated that a large number of shares of the company have been transferred. Who transferred, and to whom, and for what considerations? Was this done through a public transaction or through private negotiations? From where did Shri Irani and his associates raise the requisite resources? These are questions which can only be answered through an exhaustive public inquiry."

We did not find it possible to go into the charges of benami shareholding in the Statesman Limited as it would be beyond the scope of our enquiry.

We are of the view that the newspaper brought out by the Statesman Limited is controlled by businessmen having interests in other businesses as more than 50 per cent of its directors old directorships of other companies engaged in other businesses.

Eenadu Group

Eenadu : a Telugu daily is brought out from Hyderabad, Visakhapatnam and Vijaywada by Ushodaya Publications Pvt. Ltd., Hyderabad.

Despite several reminders, the company did not respond to our request for supply of information on its top shareholders and directors. According to the IIPA study, the shareholders and directors of the company in 1978 were as follows :

Top shareholders :

- (i) Ch. Ramoji Rao
- (ii) A. Krishna Murthy
- (iii) M. Appa Rao
- (iv) P. Mohana Rao
- (v) K. Suryanarayana
- (vi) M/s. Priya Foods Pvt. Ltd.

Directors	Other Directorships held
(i) Ch. Ramoji Rao (Chairman)	Priya Foods (P) Ltd.
(ii) M. Appa Rao (Managing Director)	Dolphin Hotels Ltd.

The study report says that Dolphin Hotels Ltd., Priya Foods Pvt. Ltd., Margdarshi Chit Funds Pvt. Ltd. and Margdarshi Marketing Pvt. Ltd., are under the same management as that of the newspaper company.

In view of the information given above (which was) sent to the newspaper company for its comments and which has not been denied, we are of the view that the newspapers brought out by Ushodaya Publications are controlled by a management having interests in other companies engaged in businesses other than newspaper publishing.

Gujarat Samachar Group

Lok Prakashan Ltd., publishes *Gujarat Samachar*, a Gujarati daily from Ahmedabad and Surat and *Lok Samachar* also a Gujarati daily from Ahmedabad.

The total share capital of the company is Rs. 15,93,800 made up of 7,969 shares of Rs. 200 each.

About 40 per cent of the shares are held by the top 10 shareholders. Their shareholding is given below :

Sl. No.	Name of shareholders	No. of shares	Percentage of total shares
1	2	3	4
1.	Shalibhadra Shantilal Shah	487	61.1
2.	Shantilal A. Shah } Shreyans S. Shah } Bahubali S. Shah } Shalibhadra S. Shah }	476	6.0
3.	Shreyans Shantilal Shah	445	5.6
4.	Shantilal A. Shah } Vimalben Shantilal }	353	4.4
5.	Bahubali Shantilal Shah	304	3.8
6.	Bahubali S. Shah	262	3.3
7.	Shreyans S. Shah } Bahubali S. Shah } Shalibhadra S. Shah }	236	3.0
8.	Nirman Shreyans Shah	225	2.8
9.	Aman Shreyans Shah	225	2.8
10.	Shantilal Amratlal Shah	220	2.8
		3,233	40.6

The Board of Directors of the Company consists of the following :-

- (i) Shri Chinudbhair Chimanbhai, —Chairman
- (ii) Shri Ratilal Khushaldas
- (iii) Shri Girdhari Lal Damodardas
- (iv) Shri Dineshbhai P. Patel
- (v) Shri Shantilal A. Shah
- (vi) Smt. Smrutiben S. Shah
- (vii) Shri Bahubalibhai S. Shah

The Company did not send us information on the other directorships held by its directors. However, the IIPA Study commissioned by us says that the Chairman of the Company Shri Chinubhai Chimanbhai holds the directorships of the following companies : —

- (i) Shri Ambica Mills Ltd.
- (ii) Atul Products Ltd.
- (iii) Sarsapur Mills Ltd.
- (iv) Atic Industries Ltd.
- (v) Arvind Mills Ltd.

- (vi) Arunoday Mills Ltd.
- (vii) Tarun Commercial Mills Ltd.
- (viii) Cama Hotels Ltd.
- (ix) C.S. Hotels Pvt. Ltd.

Lok Prakashan Pvt. Ltd. has a 50 per cent share in the profit/loss of a partnership firm, M/s Amrut Industries.

We are of the view that the newspapers brought out by Lok Prakashan Ltd. are being controlled by a company having interests in another company engaged in a business other than newspaper publishing.

Sandesh, Ahmedabad and Baroda

Sandesh Ltd. brings out *Sandesh*, a Gujarati daily from Ahmedabad and Baroda and *Sewak*, another Gujarati daily from Ahmedabad. The company also publishes two weeklies *Stree* and *Chakchar*, a fortnightly, *Dharmasandesh* and a monthly *Jyotishdeep*, all in Gujarati from Ahmedabad.

Nine shareholders hold 72.28 per cent of the total equity shares of the company. Their names and shareholding are given below:

Sl. No.	Name	Shares held	Per cent of total equity Shares
1	2	3	4
1.	Smt. Lilavati Chimanbhai Patel & Falgunbhai Chimanbhai Patel	3331	26.99
2.	Falgunbhai Chimanbhai Patel and Lilavati Chimanbhai Patel	2257	18.29
3.	Sri Chimanbhai Somabhai Patel & Lilavati Chimanbhai Patel	1156	9.37
4.	Sri Chimanbhai Somabhai Patel and Falgunbhai Chimanbhai Patel	1247	10.10
5.	Sri Falgunbhai Chimanbhai Patel & Pannaben Falgunbhai Patel	656	5.32
6.	Bank of India	114	0.92
7.	Sri Bababhai Tribhovandas and Laxmanbhai Shankerdas	56	0.45
8.	Smt. Vidya Madanmohan	52	0.42
9.	Smt. Indumati Natverlal & Natverlal Ramanlal	52	0.42
		8,921	72.28

Of the eight directors of the company, all but one are directors of several other companies also. Their names and other directorships held by them are given below :

(1) Chaturbhujdas Chimanlal

(Chairman)

- (a) Bharat Suryodaya Mills Co. Ltd.
- (b) Mihir Textile Mills Ltd.
- (c) Satellite Eng. Co. Ltd.
- (d) Krishna Corpn. (Bombay) Ltd.

(2) Nanddas Haridas

- (a) Vijaya Mills Co. Ltd.
- (b) Haridas Achratlal & Co. Ltd.
- (c) Anil Synthetic Ltd.

(3) Navnitlal S. Shodhan

- (a) Sarangpur Cotton Mfg. Co. Ltd.
- (b) Amar Dye Chem Ltd.
- (c) Anil Starch Product Ltd.
- (d) Gujarat Steel Tubes Ltd.
- (e) Ahmedabad Electricity Co. Ltd.
- (f) Batliboi & Co. Ltd.

(4) Mahendrabhai Kanaiyalal

- (a) Ahmedabad Kaiser-I-Hind Mills Co. Ltd.
- (b) Ajit Mills Ltd.
- (c) Ramanlal Kanaiyalal & Co. Ltd.
- (d) Kirti Plastic Industries Ltd.

(5) Chandravadan Ramanlal

- (a) Motilal Hirabhai Spg. Wvg. & Mg. Co. Ltd.
- (b) Zenith Assurance Co. Ltd.
- (c) Anik Textiles Pvt. Ltd.
- (d) R.L. & Sons Investment Pvt. Ltd.

(6) Pannaben Falgunbhai Patel
Nil

(7) Falgunbhai Chimanbhai Patel (Mg. Director)

- (a) Nymund Pvt. Ltd.
- (b) Sandesh Patel Agencies Pvt. Ltd.
- (c) Satlon Investment Pvt. Ltd.

(8) Chimanbhai Somabhai Patel (Mg. Director)

- (a) Sandesh Patel Agencies Pvt. Ltd.
- (b) Ahmedabad Kaiser-I-Hind Mills Co. Ltd.
- (c) Samachar Bharti Ltd.

We are of the view that the newspapers brought out by Sandesh Ltd., are being controlled by businessmen having interests in other businesses as more than 50% of its directors hold directorships of companies engaged in other businesses.

Jagran Group

Jagran, A Hindi daily is brought out from Kanpur, Allahabad, Gorakhpur, Bhopal, Rewa, Jhansi and Lucknow.

The publishers of the Kanpur, Lucknow and Gorakhpur editions of the daily are Jagran Prakashan Pvt. Ltd., Kanpur. The total paid-up capital of the Company (Rs. 5.02 lakhs) is made up of 5,020 shares of Rs. 100 each. Eight shareholders accounting for the entire share capital are as follows:—

Name of the shareholder	No. of shares	Percentage of total share Capital
1. P.C. Gupta	900	17.93
2. Narendra Mehan	900	17.93
3. Y.M. Gupta	900	17.93
4. M.M. Gupta	900	17.93
5. Dhirendra Mohan Gupta	900	17.93
6. Devendra Mohan Gupta	250	4.98
7. Shilendra Mohan Gupta	250	4.98
8. Lakshmi Consultants Private Ltd.	20	0.39
	5,020	100.00

Of the seven members of the Board of Directors, all but one hold directorships of other Companies also. The name of the Directors and other directorships held by them are as follows:—

Name of the Director	Other Directorships held
1. P.C. Gupta	(i) Kanchan Properties Ltd. (ii) Jagran Micro Motors Ltd.
2. Narendra Mohan	(i) Kanchan Properties Ltd. (ii) Jagran Micro Motors Ltd.
3. Y.M. Gupta	(i) Kanchan Properties Ltd. (ii) Lakshmi Consultants Pvt. Ltd.
4. M.M. Gupta	(i) Kanchan Properties Ltd. (ii) Indian & Eastern Newspaper Society, New Delhi. (iii) Jagran Micro Motors Ltd.
5. Dharendra Mohan Gupta	(i) Kanchan Properties Ltd.
6. B.K. Bhartiya	(ii) Bhartiya Antar Rastriya Byopari Pvt. Ltd.
7. Deoki Nandan Agarwal	Nil

In response to our queries, Jagran Prakashan Pvt. Ltd. informed us that a few of its Directors are interested as partners in Jagran Publications, a partnership firm which brings out *Jagran* from Bhopal and Rewa. While the Company said it is not interested in any proprietary or managerial capacity or otherwise in the partnership firm bringing out *Jagran* from Jhansi and Allahabad, *Daily Jagran*, Jhansi informed us that its partners are related through family relationship with the management of the Jagran Prakashan Pvt. Ltd., Kanpur. Upto 31st December 1980, the partnership firm consisted of the following four partners :

1. Shri Rajendra Kumar Gupta	30 per cent share
2. Shri Virendra Kumar Gupta	30 per cent share
3. Shri Jai Chand Arya	20 per cent share
4. Shri Yashovardhan Gupta	20 per cent share

With effect from 1st January 1981 two partners have retired from the partnership firm and the share of the remaining two partners is as follows:—

1. Shri Rajendra Kumar Gupta	60 per cent share
2. Shri Yashovardhan Gupta	40 per cent share

The partnership firm is now bringing out only *Jagran*, Jhansi. We are of the view that the newspaper *Jagran* brought out from various centres mentioned above is owned and controlled by businessmen having interests in other businesses as more than 50 per cent of the shares/directorships of the companies/partnerships concerned are held by such persons.

Bombay Samachar Pvt. Ltd.

The Bombay Samachar Pvt. Ltd., brings out the following publications:—

(i) Bombay Samachar	Gujarati Daily
(ii) Bombay Samachar Dipotsavi Ank	Gujarati Annual
(iii) Bombay Samachar Patchang	Gujarati Annual

The total paid-up share capital of the company is Rs. 24,00,000. The names of the top 10 shareholders and their shareholding are as follows:—

	Amount of shares held Rs.	Percentage of total share capital
1. N.M. Cama	5,64,000	23.5
2. R.M. Cama	5,64,000	23.5
3. M.N. Cama, N.M. Cama, R.M. Cama Jointly on behalf of partners of Cama Norton & Co.	5,50,000	22.9
4. Bai A.M. Cama	1,80,000	7.5
5. R. Cama	1,02,000	4.3
6. Miss Avi R. Cama	1,02,000	4.3
7. H.N. Cama	86,000	3.6
8. Muncherji N. Cama (Jr.)	86,000	3.6
9. Mrs. Villy Burjor Levangia	86,000	3.6
10. Bombay Chronicle Co. P. Ltd.	50,000	2.0
Total	23,70,000	98.8

All the three Directors work whole-time for the company. All of them hold directorships of other companies, two of three other companies and one of four other companies.

The names of the Directors and other directorships held by them are as follows :

1. Mr. Muncherji Musserwanji Cama,
Whole time Director
emoluments paid during 1980 Rs. 72,000
Director of
The Bombay Chronicle Company Private Ltd.
The Bombay Associated Newspapers Pvt. Ltd.
March Private Ltd.
2. Mr. Nusserwanji Muncherji Cama,
Whole time Director
emoluments paid during 1980 Rs. 74,520
Director of
The Bombay Chronicle Company Private Ltd.
The Bombay Associated Newspapers Pvt. Ltd.
March Private Ltd.
3. Mr. Rustomji Muncherji Cama,
Whole time Director
emoluments paid during 1980 Rs. 74,520
Director of
The Bombay Chronicle Company Pvt. Ltd.
The Bombay Associated Newspapers Pvt. Ltd.
March Private Ltd.,
Fit Tight Nuts & Bolts Ltd.

According to the HIPA study, the Bombay Chronicle Company Private Ltd., and Bombay Associated Newspapers Pvt. Ltd. of which all the three Directors hold directorships are under the same management as that of Bombay Samachar Private Ltd.

We are of the view that the newspapers brought out by Bombay Samachar Pvt. Ltd., are owned and controlled by businessmen having interests in other businesses as more than 50 per cent of its shares and directorships are held by such persons.

Kerala Kaumudi, Trivandrum

The Kerala Kaumudi Pvt. Ltd., Trivandrum publishes *Kerala Kaumudi*, Malayalam daily from Trivandrum.

The total paid-up capital of the company is Rs. 15.75 lakhs and all but Rs. 15,000 of this is held by the top 10 shareholders as indicated below:—

	Rs.
1. Shri M.S. Mani	2,22,000
2. Shri M.S. Madhusoodanan	2,22,000
3. Shri M.S. Sreenivasan	2,22,000
4. Shri M.S. Ravi	2,22,000
5. Miss Valsa Mani	84,000
6. Master Sukumaran Mani	84,000
7. Kum. Julie Madhusoodanan	84,000
8. Master Visakh Madhusoodanan	84,000
9. Kum. Anju Sreenivasan	1,68,000
10. Master Deepu Ravi	1,68,000

The Company has informed us that four of the top shareholders of the company who control more than 50 per cent of the shareholding are also directors of the following companies

1. M/s. Kaumudi News Services Pvt. Ltd.
2. M/s. Leisa Publications Pvt. Ltd.
3. M/s. Ravi Printers and Publishers Pvt. Ltd.

M/s. Leisa Publications Pvt. Ltd. brings out *Kala Kaumudi* weekly, film magazine weekly, *Katha* monthly and Photo magazine.

There are five members of the Board of Directors. All of them work whole-time for the newspaper company. Their names are given below:

- (i) Smt. G.N. Machavi, Store Superintendent
- (ii) Shri M.S. Mani, Special Correspondent
- (iii) Shri M.S. Madhusoodanan, Editor and Mg. Director
- (iv) Shri M.S. Sreenivasan, General Manager
- (v) Shri M.S. Ravi, Executive

The directors of the newspaper company are interested either as partners or relatives of partners or directors of the following companies/firms:

- (a) Kaumudi Investments Pvt. Ltd.
- (b) Blue Travels Pvt. Ltd.
- (c) Kaumudi Exports Pvt. Ltd.
- (d) Sreeni Printers & Publishers
- (e) Ravi Transports
- (f) Electronics & Equipments Corporation
- (g) Blue Transports
- (h) Kaumudi Hotels }
- (i) Kaumudi Films & Publicities

(Out of the above, Electronics & Equipments Corpn ; Blue Travels Pvt.Ltd., Kaumudi Exports Pvt. Ltd., Blue Transports and Kaumudi Hotels are not active).

We are of the view that *Kerala Kaumudi*, *Kala Kaumudi* and *Katha* are owned and controlled by businessmen having interests in other businesses as more than 50 per cent of its shares and directorships are being held by such persons.

Aryavarta and Indian Nation, Patna

Aryavarta, Hindi daily and *Indian Nation*, English daily both published from Patna are brought out by the Newspapers and Publications Limited. The Company also publishes *Mithila Mihir*, a Maithli weekly from Patna.

Of the total 25,000 shares of the Company, 24,987 are held jointly by Sarvshri Durganand Jha, Dwarkanatha Jha and Madan Mohan Mishra on behalf of the Trust created by the late Maharajadhiraja of Darbhanga. Other companies where the Trustees are major shareholders are:—

- (i) Investment Department Raj Darbhanga ;
- (ii) Darbhanga Investment Private Limited;
- (iii) Darbhanga Daily Farm Private Limited.

Thacker Spink & Company (P) Ltd. is a subsidiary of the Newspapers and Publications Limited. Out of its 14,380 shares of Rs. 100 each, the newspaper company holds 10,330 shares.

Other investments of the newspaper company are as follows:

- (i) Ashok Paper Mills Ltd. 420 shares of Rs. 100 each
- (ii) Darbhanga Press Company 1,622 shares out of 2,450 Ltd. (since under liquidation) shares of Rs. 100 each
- (iii) United News India 369 shares of Rs. 100 each
- (iv) Press Trust of India 110 shares of Rs. 100 each.

We are of the view that *Aryavarta*, *Indian Nation* and *Mithila Mihir* are owned and controlled by a company which has interests in other companies engaged in businesses other than newspaper publishing.

Swatantra Bharat, Lucknow

The pioneer Ltd., Lucknow brings out *Swatantra Bharat*, Hindi daily, *the Pioneer*, English daily as well as a Hindi weekly, *Swatantra Bharat Suman* from Lucknow.

The total paid up equity share capital of the company is Rs. 3,32,200. The top 10 shareholders of the company account for about 77 per cent of the total equity shares. Their names and shareholding are as follows:

Sl. No.	Name of the shareholder	Amount of equity shareholding (in Rs.)	Percentage of total shares
1.	M/s. Ganesh Synthetics Private Ltd., Kanpur	59,025	17.77
2.	The British India Association of Oudh, Lucknow	32,600	9.81
3.	Shri Y.A. Dikshit, Jointly with Girdhari Singh of Balrampur	32,250	9.71
4.	Smt. Sunita Jaipuria, Kanpur	27,500	8.28
5.	Shajali Investment Private Ltd., Calcutta	25,000	7.53
6.	Shishir Investment Private Ltd., Calcutta	25,000	7.53
7.	Smt. Gayatri Devi Jaipuria	16,250	4.89
8.	Dr. Raja Ram Jaipuria, HUF	15,000	4.52
9.	Rushika Jaipura (minor)	15,000	4.52
10.	Dr. Sir Jwala P. Srivastava, Kanpur	8,350	2.48
	Total	2,55,875	77.04

In the extracts from the IIPM study report sent to the company, the shareholders at S. No. 4 and 7 were shown to be associated with the Jaipuria business group while the shareholder at No. 10 was shown to be associated with the J.P. Srivastava business group. As the company in its reply did not comment on this point, we hold the information to be correct. The three shareholders account for a total of 15.65 per cent of the equity shareholding. Another 32.83 per cent of the shareholding is with three companies at S Nos. 1, 5 and 6. Apart from these, 9.04 per cent of the shares are with two other members of the Jaipuria family whose names are given at S. Nos. 8 and 9. The company admitted that the shareholder at S. No. 8 is the father of one of the Directors of the company Shri Shishir Jaipuria. The shareholder at S.No. 9 is the Brother's daughter of the above named Director. The shareholding of companies and members of the Jaipuria and Srivastava business groups totals 57.52 per cent.

There are eight members of the Board of Directors. Their names, main profession and other directorships held by them are as follows:—

Name of the Director	Main profession	Other directorships held
1. Shri S.R. Bhawasinghka	Service	Swadeshi Mining & Mfg. Co. Ltd. Kanpur
2. Raja Yuveraj Dutta Singh	Zamindar	Nil
3. Shri Devendra Swarup	Advocate	Gwalior Sugar Co. Ltd., Gwalior Agri. Co., Ltd., Debra, M.P. Mohan Steel Ltd., Kanpur. Air Reduction Co. Ltd., Rampur. Raza Textiles Ltd., Kanpur. Hind Chemicals Ltd., Kanpur. Trackparts of India, Ltd., Kanpur Jwala Fabrics Ltd., Rampur. Cawnpore Chemical Works Ltd., Kanpur. Triveni Handlooms Ltd., Kanpur. Indian Air Gases Ltd., Kanpur.
4. Shri Surat Narain Mani Tripathi.	Retired IAS	Nil.
5. Shri Gokuldas Nagory	Industrialist	Bina Carbide & Chemicals Ltd., Gwalior. Hind Chemicals Ltd., Kanpur.

1	2	3	4
			Sudarshan Chemicals Indus. Ltd., Poona. Gwalior Traders (P) Ltd., Gwalior. Hindustan Comml. Corporation P. Ltd., Gwalior. C.P. Properties Ltd., Calcutta. Synthetics Foam Ltd., Kanpur. India Thermit Corp'n. Ltd., Gwalior. Pioneer Proter (India) Ltd., New Delhi.
6. Shri Kaushal Kishore Seth.	Business	(Ex-officio)-representing British Indian Association.	
7. Raja Syed Sajid Hussain.	Land-lord	(Ex-officio)-representing British Indian Association.	
8. Shri Shishir Jaipuria	Business Executive	Shishir Investment (P) Ltd., Calcutta.	

Four of the eight Directors hold directorships of other companies. Another Director given at serial number six has main profession as business though he does not hold directorship of other companies.

The company informed us that under clause 103(a) of its Articles of Association, the British India Association of Avadh is entitled to appoint two Directors on the Board. The directors at serial numbers six and seven are representatives of the British India Association. Trustees of the Balrampur Dharam Karyanidhi, under clause 103(b) of the company's Articles of Association are entitled to appoint one Director. However, at present, they do not have a nominee on the Board.

We are of the view that the newspapers brought out by the Pioneer Ltd., are owned and controlled by businessmen having interests in other businesses as more than 50 percent of its shares and directorships are held by such persons.

Udayavani, Manipal

Udayavani, Kannada daily and *Udayavani*, Kannada weekly, both from Manipal, are published by Manipal Printers and Publishers Pvt. Ltd. The company also brings out two non-news interest publications, *Tushar*, a monthly and *Udayavani*, an annual, both in Kannada.

Eight persons account for 100 per cent of the total paid-up capital of the company. Out of them, seven are directors of the

company. The names of the shareholders and their shareholding etc., are given below :

S. No.	Name of Director	No. of shares	Paid-up value Rs.	Percentage
1.	T. Ramesh U. Pai	165	16,500	2
2.	Mrs. T. Sharada Bai	24	2,400	0.29
3.	T. Mohandas Pai	3,000	3,00,000	36.36
4.	T. Satish U. Pai	3,156	3,15,600	38.26
5.	Dr. Ramdas M. Pai	165	16,500	2
6.	T. Ashok Pai	1,713	1,71,300	20.76
7.	K.K. Pai	15	1,500	0.18
<i>Share holder</i>				
(i)	Master Gautam Pai	12	1,200	0.15
		8,250	8,25,000	100.00

All the directors of the company hold directorships in several other companies. The other directorships held by the directors are indicated below :

1. T. Mohandas Pai (Whole-time Director) Managing Director
 - (a) Canara Land Investment Ltd. (Gen. Manager)
 - (b) Maharashtra Apex Corporation Ltd.
 - (c) Canara Wire & Wire Products Ltd.
 - (d) Karnataka Coir Products Ltd.
 - (e) Sri Ramakrishna Theatre Ltd.
 - (f) Hosali Press Pvt. Ltd.
 - (g) Manipal Bottling Co. Pvt. Ltd.
 - (h) Sharat Impex Company Pvt. Ltd.
 - (i) Manipal Prakashan Pvt. Ltd.
2. T. Satish U. Pai (Whole-time Director), Jt. Managing Director
 - (a) Sri Ramakrishna Theatre Ltd.
 - (b) Canara Land Investments Ltd.
 - (c) Hosali Press Pvt. Ltd.
 - (d) Manipal Bottling Co. Pvt. Ltd.
 - (e) Sharat Impex Co. Pvt. Ltd.
 - (f) Manipal Prakashan Pvt. Ltd.
3. T. Ramesh U. Pai (Chairman)
 - (a) Maharashtra Apex Corpn. Ltd. (Mg. Director)
 - (b) The General Investment & Commercial Corpn. (P) Ltd.
 - (c) Sri Ramakrishna Theatre Ltd.
 - (d) Canara Land Investments Ltd.
 - (e) Canara Wire & Wire Products Ltd.
 - (f) Karnataka Coir Products Ltd.
 - (g) Firth (India) Steel Co. Ltd.
 - (h) East and West Hotels Ltd.
 - (i) Corporation Bank Ltd.
 - (j) Skol Breweries Ltd.
 - (k) Industrial Credit & Dev. Syndicate Ltd.
 - (l) Bhoruke Steel Ltd.
 - (m) Precision Steel Fabricators P. Ltd.
 - (n) Canara Steel Ltd.

- (o) Suesen Textile Bearings Ltd.
- (p) The Commercial Corpn. of India Pvt. Ltd.
- (q) Chowgule Matrix Hebbs Ltd.
- (r) Mysore Overseas Trading Co. Ltd.
- (s) Computer Data Applications Pvt. Ltd.
- (t) WCI Shipping Pvt. Ltd.
- (u) Blue Cross Builders & Investors Ltd.
- (v) Reliance Textile Industries Ltd.
- (w) Raj Mahal Hostels Ltd.

4. Mrs. Sharda Bai, Director
 - (a) The General Investment & Commercial Corpn. Pvt. Ltd.
 - (b) United Trading Corpn. & Workshops Ltd.
 - (c) Shankar Vittal Motor Co. Ltd.
5. Dr. Ramdas M. Pai, Director.
 - (a) Manipal Industries Ltd.
 - (b) Industrial Credit & Development Syndicate Ltd.
 - (c) Sri Ramakrishna Theatre Ltd.
 - (d) Mysore Overseas Trading Co. Ltd.
 - (e) Manipal Bottling Co. Pvt. Ltd.
 - (f) The Shankar Vittal Motor Co. Ltd.
 - (g) The Canara Public Conveyance Co. Ltd.
6. T. Ashok Pai, Director
 - (a) Manipal Bottling Co. (Mg. Partner).
 - (b) Manipal Bottling Co. Pvt. Ltd.
 - (c) Karnataka Coir Products Ltd.
 - (d) Manipal Prakashan Pvt. Ltd.
7. K.K. Pai, Director.
 - (a) Shanthari Distributors (Proprietor)
 - (b) Karnataka Explosives Ltd.
 - (c) United News of India.
 - (d) Raichur Solvents Ltd.
 - (e) National Printers & Publishers P. Ltd.
 - (f) Khira-Aedec Containers Pvt. Ltd.
 - (g) Sharat Impex Co. Pvt. Ltd.

We are of the view that the newspapers brought out by Manipal Printers and Publishers Pvt. Ltd. are owned and controlled by businessmen having interests in other businesses as more than 50 per cent of its shares as well as directorships are held by such persons.

Andhra Jyoti, Vijayawada

The Andhra Printers Limited, Vijayawada bring out the following publications :

S. No.	Name of the Publications	Language	Periodicity	Place of Publication
1.	Andhra Jyoti	Telugu	Daily	Vijayawada
2.	Andhra Jyoti Sachitra Vara Patrika	Telugu	Weekly	Vijayawada
3.	Jyotichitra	Telugu	Weekly	Vijayawada
4.	Vanita Jyoti	Telugu	Monthly	Vijayawada
5.	Bala Jyoti	Telugu	Monthly	Vijayawada

The share capital of the company consists of 20,000 equity shares of Rs. 100 each, 3000 preference shares of Rs. 100 each and 2,000 non-cumulative redeemable preference shares of Rs. 100 each. The total paid-up capital is Rs. 25 lakhs. The top 10 shareholders account for 39.16 per cent of the share capital. The names of the top 10 shareholders and their shareholding are as follows :—

	Equity	Pref.	Total
1. A.P. State Financial Corpn.	2,000	—	2,000
2. United India Fire & Genl. Insurance Co.	1,000	1,000	2,000
3. K. Monohar Parsad	1,000	—	1,000
4. K. Harishchandra Prasad	800	200	1,000
5. K. Ramakrishna Prasad	700	300	1,000
6. K. Murali Damodar	700	—	700
7. M/s Sove P. Ltd.	630	—	630
8. Dr. J. Dharma Teja	501	—	501
9. M. Rudha	500	—	500
10. C. Shanti	460	—	460
	8,291	1,500	9,791

There are nine members of the Board of Directors. Seven of them hold directorships of other companies also. The names of the Directors and other directorships held by them are as follows :

Name of the Director	Occupation	Other directorships held
1	2	3
1. Sri K.L.N. Prasad (Chairman & Mg. Director)	Business	1. The Andhra Bank Ltd. (2) The Associated Cement Co. Ltd. (3) Biological Evans Ltd. (4) Uni-Sankyo Ltd. (5) Kinetics Technology India Ltd. (6) Foods, Fats & Fertilisers Ltd. (7) Medanapalli Spinning Mills Ltd. (8) South India Research Institute, Hyderabad P. Ltd. (9) The General Industrial Society Ltd. (10) East Coast Marine Products P. Ltd. (11) Uniferro International Ltd. (12) International Computers Indian Manufacture Ltd. (13) Member : Tea Board (14) Member : Mica Advisory Committee
2. Sri K.S. Krishna Murty	Business	Nil
3. Smt. S. Padmavati	Housewife	Nil

1	2	3
4. Sri M. Ram Mohan	Service	M/s. Apsara Enterprise P. Ltd.
5. Sri. Y. Ramakrishna Babu	Business	M/s. Andhra Lakshmi Industrial Co. Ltd.
6. Sri C. Rajendra Prasad	Service	1. National Tubes & Ducts P. Ltd. 2. Singal Overseas P. Ltd. 3. Apsara Enterprises P. Ltd.
7. Sri Ch Umamaheswara Rao	Business	Andhra Lakshmi Industrial Co. Ltd.
8. Sri P.V. Raghava Raju	Business	1. The Shayak Finance & Investment Corpn. Ltd. 2. Uni-Sankyo Ltd. 3. Rechem P. Ltd. 4. Progressive Packing P. Ltd. 5. Suchitra Enterprises P. Ltd. 6. Aparajita Chit Funds P. Ltd.
9. Sri K. Murali Damodar	Business	1. M/s. Lakshmi Porcelains Ltd. (Mg. Dir.) 2. M/s. Konkani Sea Foods P. Ltd.

We are of the view that the newspapers brought out by Andhra Printers Limited are controlled by businessmen having interests in other businesses as more than 50% of its directors hold directorships of other companies engaged in businesses other than newspaper publishing.

(ii) Newspapers owned or controlled by companies or families or individual or groups of individuals with primary interest in newspaper business

ANANDA BAZAR PATRIKA GROUP

The Ananda Bazar Patrika Private Ltd. publishes the following news and non-news interest publications:

Name of publication	Language	Periodicity	Place of publication
1. Ananda Bazar Patrika	Bengali	Daily	Calcutta
2. Hindustan Standard	English	Daily	Calcutta
3. Business Standard	English	Daily	Calcutta
4. Ravivar	Hindi	Weekly	Calcutta
5. Sunday	English	Weekly	Calcutta
6. Desh	Bengali	Weekly	Calcutta
7. Anandalok	Bengali	Fortnightly	Calcutta
8. Anandamela	Bengali	Fortnightly	Calcutta
9. Sportsworld	English	Weekly	Calcutta
10. Business World	English	Fortnightly	Calcutta

The total share capital of the Company is Rs. 16,99,650. The seven top shareholders account for the bulk of the paid up capital. Their names and share holding are given below:

Top Shareholders	Shareholding	
	Actual	Percentage
(1)	(2)	(3)
	Rs.	
1. Asoke Kumar Sarkar	2,85,170	16.78
2. Aveek Kumar Sarkar	3,22,560	18.98
3. Arup Kumar Sarkar	3,21,540	18.92
4. Adhip Kumar Sarkar	3,20,000	18.82
5. Asani Kumar Sarkar	3,19,500	18.80
6. Aritar Kumar Sarkar Through Natural Guardian Arup Kumar Sarkar	76,500	4.50
7. Aloka Sarkar	53,380	3.14
Total	16,98,650	99.94

The newspaper company has claimed that the top six shareholders S/Shri Asoke Kumar Sarkar, Aloka Sarkar Aveek Kumar Sarkar, Arup Kumar Sarkar, Adhip Kumar Sarkar and Asani Kumar Sarkar, are separate individual shareholders as they do not constitute a Hindu Undivided Family. The company did not reply to our letter requesting information on whether the top shareholders are related to each other within the meaning of Section 6 of the Companies Act.

There are two Directors of the Company. The Chairman as well as the other Director hold directorships of other companies also. But in the case of the Chairman, the other directorships are only of newspaper organisations. The names of the Directors and other directorships held by them are as follows:

1. K.L. Sarkar

Director—Part-time

Main profession Superannuated service-holder.

Other directorships

President, Indian & Eastern Newspaper Society.
United News of India.

2. S.K. Mitra

Director—Part-time

Main profession—Solicitor and Advocate

Other directorships

Bengal Enamel Works Ltd.
Maruti Hotels Ltd.
Rajadhiraj Industries (P) Ltd.
Swadeshi Cottons Co. Ltd.
Swaika Vanaspati Ltd.
Universal Wires Ltd.
Hindusthan Sanitaryware & Industries Ltd.
Hindusthan National Cables Works Ltd.
United India Credit & Development Co. Ltd.
East India Oil Industries Ltd.
Kusum Engineering Co. Ltd.

The bulk of the shares of the company are held by closely related persons, even though they may not constitute an HUF. As out of the two Directors, the Chairman does not have links with other industries, we are of the view that the newspapers brought out by Ananda Bazar Patrika Ltd. are owned and controlled by a company with primary interest in newspaper business.

X. 7

AMRITA BAZAR PATRIKA GROUP

The Press in India 1980 has put four companies under the common ownership unit of the Amrita Bazar Patrika Group. These are:

- (i) The Amrita Bazar Patrika Pvt. Ltd.
- (ii) The Jugantar Ltd.
- (iii) Allahabad Patrika Pvt. Ltd. and
- (iv) Amrita Publishers Pvt. Ltd.

Amrita Bazar Patrika, an English daily from Calcutta as brought out by the Amrita Bazar Patrika Private Ltd. Amrita, a Bengali Weekly from Calcutta is published by Amrita Publishers Pvt. Ltd., a subsidiary of the Amrita Bazar Patrika Private Ltd., Jugantar Ltd. brings out Jugantar, a Bengali daily from Calcutta. Allahabad Patrika Private Ltd. brings out Northern India Patrika, an English daily from Allahabad and Lucknow.

The total share capital of the Amrita Bazar Patrika Private Ltd. is Rs. 7,66,000. The percentage shareholding of the top 10 shareholders is as follows:

Name of shareholders	Face Value Rs.	Percentage
(1)	(2)	(3)
1. Shri Tuhin Kanti Ghosh	97,400	12.72
2. „ Tamal Kanti Ghosh	97,400	12.72
3. „ Tarun Kanti Ghosh	71,000	9.27
4. Smt. Subarna Ghosh	65,000	8.49
5. „ Subhra Ghosh	63,500	8.29
6. Shri Swaroop Kanti Ghosh	35,700	4.66
7. „ Ajit Kumar Sinha	35,000	4.57
8. „ Amal Kanti Ghosh	33,000	4.31
9. „ Anil Kanti Ghosh	33,000	4.31
10. „ Prafulla Kanti Ghosh	31,000	4.05
	3,67,200	73.39

The share capital of the Jugantar Ltd. is Rs. 2,73,500. The names of the top 10 shareholders and their shareholding are as follows:

Top Shareholders	Shareholding	Percentage of shares held
	Rs.	
1. Shri T.K. Ghosh	50,000	10
2. „ S. Ghosh	40,000	8
3. „ B.G. De Sircar	27,500	5.5
4. „ T. Ghosh	25,000	5
5. Capt. N.N. Dutta Memorial Committee	25,000	5
6. Shri S. Ghosh	20,000	4
7. „ T.K. Ghosh	20,000	4
8. Late Shri N.R. Sircar	17,500	3.5
9. Shri R. Ghosh	15,000	3
10. „ T.K. Ghosh	9,500	1.9
	2,49,500	49.9

The total equity share of the Amrita Publishers Private Ltd. is Rs. 76,800. The top 10 shareholders and their share holding are as follows:

Top Shareholders	No. of shares	Percentage
1. Amrita Bazar Patrika Pvt. Ltd.	420	52.96
2. Sri Bhabani Mukherjee	50	6.30
3. „ Monoj Basu	25	3.11
4. „ Ganendra Kumar Mitra	25	3.11
5. „ Sumatha Nath Ghosh	25	3.11
6. „ Tulshi Kanti De Biswas	25	3.11
7. „ Tusher Kanti Ghosh	10	1.26
8. „ Sachi Vilas Rai Chowdhuri	10	1.26
9. „ Prafulla Kanti Ghosh	10	1.26
10. „ Bishu Mukherjee	10	1.26
	610	76.24

According to the *Press in India* 1980, the principal shareholders of the Allahabad Patrika Private Ltd. are the following:

1. Tuhin Kanti Ghosh, Allahabad (Rs. 5,500)
2. Smt. Subhra Ghosh, Calcutta (Rs. 15,000)
3. Tusher Kanti Ghosh, Calcutta (Rs. 500)
4. Tamal Kanti Ghosh, Allahabad (Rs. 1,500)
5. N.M. Ghosh (Dead) (Rs. 500)

From the information given above, it is clear that the Amrita Bazar Patrika Group of Publications is owned and controlled by one family.

KASTURI AND SONS (HINDU)

The publications brought out by the Kasturi & Sons Ltd., Madras are as follows:

Name of the publication	Language	Periodicity	Place of publication
(i) Hindu	English	Daily	Madras, Coimbatore, Hyderabad and Madurai
(ii) The Hindu International Edition	-do-	Weekly	Madras
(iii) The Sportstar	-do-	Weekly	Madras

The total share capital of the company is Rs. 34,18,800.

The top 10 shareholders and their shareholding are as follows:

	Shareholding Rs.	Percentage of total share capital
(i) R. Srinivasan	5,00,600	14.6
(ii) Mrs. Menaka Parthasarthy	3,64,200	10.7
(iii) Mrs. Shanta Rangarajan	3,24,400	9.5
(iv) K. Balaji	3,10,300	9.1
(v) K. Venugopalan	3,10,300	9.1
(vi) N. Ravi	2,90,000	8.5
(vii) N. Ram	2,90,000	8.5
(viii) Miss Malini	2,57,400	7.5
(ix) Mrs. Nalini	2,57,300	7.5
(x) Mrs. Nirmala	2,57,300	7.5
Total :	31,61,800	82.5

There are four members of the Board of Directors. None of them holds the directorship of any other company. Their names are as follows:

- (i) Shri G. Kasturi (Chairman and Managing Director)
- (ii) Shri S. Rangarajan
- (iii) Shri N. Murali
- (iv) Smt. Menaka Parthasarthy

The company informed us that relationships of the top ten shareholders and the Directors within the meaning of Section 6 of the Companies Act 1956 read with Schedule 1A are as follows:

1. R. Srinivasan	Son of Sri S. Rangarajan, Director
2. Mrs. Menaka Parthasarthy, Director	Wife of Sri S. Rangarajan, Director
3. Mrs. Shanta Rangarajan, Director	Wife of Sri S. Rangarajan, Director
4. K. Balaji	Son of Sri G. Kasturi, Managing Director.
5. K. Venugopalan	Son of Sri G. Kasturi, Managing Director
6. N. Ravi	Brother of Sri N. Murali, Director
7. N. Ram	-do-
8. Miss Malini Parthasarthy	Daughter of Smt. Menaka Parthasarthy
9. Mrs. Nirmal Lakshman	-do-
10. Miss Malini Parthasarthy	-do-

From the information given above it is clear that the newspaper undertaking is owned/controlled by members of a family.

HIND SAMACHAR GROUP

The Hind Samachar Limited brings out *Hind Samachar*, Urdu daily, *Panjab Kesari*, Hindi daily and *Jag Bani*, Punjabi daily, from Jullundur.

The shareholding of the top 10 shareholders is given below:

Name	No. of shares	Paid-up value	Percentage of total capital
(1)	(2)	(3)	(4)
1. Smt. Shanti Devi	500 A Class	50,000	12.58
2. Mrs. Kiran Bala	500 A „	50,000	12.58
3. Mr. Ashwini Kumar	460 A „	46,000	11.58
4. Vijay Kumar	216 A „ 1020 B „	31,800	8.00
5. Smt. Sudesh Chopra	304 A „	30,400	7.65
6. Mr. Arvind Chopra	250 A „	25,000	6.29
7. Avinash Chopra	250 A „	25,000	6.29
8. Neeta Chopra	250 A „	25,000	6.29

(1)	(2)	(3)	(4)
9. Sh. Romesh Chandra	212 A Class 150 B „	22,700	5.71
10. Mrs. Sudershan Chopra	162 A „ 375 B „	19,950	5.02
Total :		3,25,850	81.99

The relationships of the directors and top shareholders are as follows :

DIRECTORS

1. Smt. Sudershan Chopra W/o Shri Romesh Chandra
2. Shri Tilak Raj Suri S/o Shri Maya Dass
3. Shri Bhag Singh Sidhu S/o Shri Atma Singh

TOP TEN SHAREHOLDERS OF THE CO. AND THEIR RELATIONSHIP WITH THE DIRECTORS :

S.No.	Name	Father's or Husband's name	Relationship with the Director
(1)	(2)	(3)	(4)
1.	Mrs. Kiran Bala	W/o Arun Nayyar	Daughter of Smt. Sudershan Chopra
2.	Shri Ashwini Kumar	S/o Romesh Chandra	Son of Smt. Sudershan Chopra
3.	Smt. Shanti Devi	W/o L. Jagat Narain	Mother-in-law of Smt. Sudershan Chopra
4.	Smt. Sudesh Chopra	W/o Vijay Kumar	Sister-in-law of Smt. Sudershan Chopra
5.	Shri Avinash Chopra	S/o Vijay Kumar	Nephew of Smt. Sudershan Chopra
6.	Shri Arvind Chopra	S/o Romesh Chandra	Son of Smt. Sudershan Chopra
7.	Miss Neeta Chopra	D/o Romesh Chandra	Daughter of Smt. Sudershan Chopra
8.	Shri Vijay Kumar	S/o L. Jagat Narain	Brother-in-law of Smt. Sudershan Chopra
9.	Shri Romesh Chandra	S/o L. Jagat Narain	Husband of Smt. Sudershan Chopra
10.	Shri Harbans Lal	S/o Ram Lal	No relation

The board of directors consists of the following :

- (1) Shri Bhag Singh Sidhu
- (2) Shri Tilak Raj Suri
- (3) Smt. Sudershan Chopra

None of them holds directorship of any other company.

In view of the information given above, we hold the Hind Samachar Limited to be owned by a family.

SAKAL, PUNE

The Sakal Papers Private Limited, Pune, brings out *Sakal*, Marathi daily from Pune, Bombay and Kolhapur.

The total share capital is Rs. 7,30,900. The whole of it is held by six shareholders as under:

1. Shri Jasvantlal Matubhai, Arun Jasvantlal, Madame S.G.P. Parulekar & Dr. (Mrs.) B.J. Coyaji (Executors to the Estate of Late Dr. N.B. Parulekar)	3,41,700	46.75
2. Lt. Col. V.V. Joshi, Madame S.G.P. Parulekar & Shri Jasvantlal Matubhai (Trustees of Lila Trust)	1,31,700	18.02

3. Miss Claude-Lila Parulekar	1,17,200	16.04
4. Dr. (Mrs.) B.J. Coyaji	75,000	10.26
5. Madame S.G.P. Parulekar	55,000	7.65
6. Shri Jaswantlal Matubhai	9,300	1.27
	7,30,900	100.00

There are seven members of the Board of Directors. Four of them hold directorships of other companies also. But in the case of two of them, the other directorships are of a company under the same management as that of Sakal Papers Private Ltd. This company is engaged in publication of periodicals and brings out a weekly from Bombay.

The names of the Directors and other directorships etc. held by them are as follows :

Other Directorships

- | | |
|---|---|
| 1. Shri Jasvantlal Matubhai
Part-time Legal Adviser—
He is a retired Solicitor
from Bombay.
Emoluments paid Rs. 700 | (1) Nirlon Synthetic Fibre & Chemicals Ltd.
(2) Gensons Ltd.
(3) Bombay Papers Ltd.
(4) Khundelwal Ferro Alloys Ltd.
(5) Davidayal Electronics & Wires Ltd. |
|---|---|

2. Madame S.G.P. Parulekar Household work (age about 83).
Emoluments paid Rs. 500 Nil.
3. Dr. (Mrs.) B.J. Coyaji Part-time. She is an eminent Gynaecologist of Pune and is Chief Executive of KEM Hospital.
Emoluments paid Rs. 2,000. (1) Bombay Papers Ltd.
(2) United Socio-Economic Development & Research Programme
4. Lt. Col. V.V. Joshi, Retd. Manager, Government Pensioner (age about 77)
Emoluments paid Rs. 1,000. (1) Bombay Papers Ltd.
5. Miss C.L. Parulekar Full-time, Assistant Editor, Sakal.
Emoluments paid Rs. 2,086. (1) Bombay Papers Ltd.
(2) Kirloskar Filters Ltd.
6. Mr. S.V. Nagarkar Full-time, General Manager Sakal (Employee Director)
Emoluments paid Rs. 2,859.50
7. Mr. S.G. Munagekar Full-time Editor, Sakal (Employee Director)
Emoluments paid Rs. 2,566.00

In view of the information given above, we agree with the IIPA study conclusion that the Sakal Papers Private Ltd. is a family based unit with the main interest of the owners in the newspaper industry.

R.G. MAHESHWARI AND SONS

(Navbharat)

R.G. Maheshwari & Sons, a partnership firm brings out the following publications :

- (i) *Madhya Pradesh Chronicle* English daily from Bhopal and Raipur
- (ii) *Navbharat* Hindi daily from Nagpur, Raipur, Jabalpur, Bhopal and Indore.

There are four partners belonging to the Maheshwari family. Their names are :

- (1) R.G. Maheshwari
- (2) P.C. Maheshwari
- (3) P.K. Maheshwari
- (4) V.K. Maheshwari

From the information given above, it is clear that it is a family based unit.

NAI DUNIA, INDORE

Nai Dunia, Hindi daily from Indore is published by a partnership firm. The partners' capital share as on 30th June, 1980 was as follows :

Sl. No.	Name of the Partner	Percentage of share-holding	Capital balance as on 30-6-80
			Rs.
1.	Shri Labhchandji Chhajlani	15	1,01,000
2.	„ Narendraprasadji Tiwari	10	87,000

Sl. No.	Name of the Partner	Percentage of share-holding	Capital balance as on 30-6-80
3.	Shri Basantlalji Sethia	10	1,14,000
4.	„ Shrichandji Chhajlani	10	1,86,750
5.	„ Ajaychandji Chhajlani	10	2,06,750
6.	Master Vinaychandji Chhajlani	10	1,83,750
7.	Smt. Vimlaji Tiwari	9	1,82,000
8.	Shri. Mahendrakumarji Sethia	9	1,78,000
9.	Smt. Mamtaji Tiwari	8.5	1,75,875
10.	Shri Premkumarji Sethia	8.5	1,45,875
		100	15,61,000

There are three working partners :

1. Shri Narendra Tiwari
2. Shri Basantlal Sethia
3. Shri Abhay Chhajlani

All the three working partners are working whole-time in the institution and are drawing Rs. 4,000 each per month. The Managing Editor of *Nai Dunia*, Shri Narendra Tiwari informed us that none of the working partners has any interest in other business activities.

In view of the information given above, we consider this unit to be controlled by individuals connected mainly with newspaper activities.

JNANAMANDAL LIMITED

Jnanamandal Ltd. brings out *Aj*, Hindi daily from Varanasi and Kanpur.

According to the *Press in India* 1980, the principal shareholders of the company are :

- (1) Smt. Shashibala Gupta }
(2) Shardul Vikram Gupta } All of Varanasi.
(3) Smt. Poonam Gupta }

The company did not reply to our queries on its top shareholders, etc. From the information available, we agree with the IIPA study conclusion that it is a family based unit.

MALAI MURASU GROUP

Malai Murasu, Tamil daily is brought out from Madras, Coimbatore, Tiruchirapalli, Madurai, Tirunelveli, Salem and Vellore by different companies. Rani syndicate brings out *Varantari Rani*, Tamil weekly from Madras while Rani Publications bring out *Rani Mathu*, Tamil monthly also from Madras.

The different companies bringing out *Malai Murasu Varantari Rani* and *Rani Muthu* did not respond to our request for information on their shareholding and directors despite several reminders.

Information given in the IIPA study commissioned by us, however, shows that Shri B.S. Adityan has a substantial shareholding in many of these companies. The data given in the study report regarding these companies/units is as follows:—

CHENNAI MURASU (P) LTD.

- | Name of the Publication | Language | Periodicity | Place of Publication |
|-------------------------|----------|-------------|----------------------|
| (i) <i>Malai Murasu</i> | Tamil | Daily | Madras |
2. Directors
- (i) S.T. Adityan
 - (ii) R. Pankajam

3. Top Shareholders

(i) B.R. Adityan	4700 shares
(ii) R. Pankajam	1701 shares
(iii) R. Sundara Kumar	1300 shares
(iv) S. Adityan	1000 shares
(v) A.S. Raja	900 shares
(vi) S.R. Mylainathan	800 shares
(vii) V. Ramaswamy	800 shares
(viii) M.S. Subramanyan	800 shares
(ix) S. Chandur Pandian	798 shares
(x) R. Athimani	600 shares

KOVAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Kovai Malai Murasu</i>	Tamil	Daily	Coimbatore

2. Directors

- (i) K.P. Kandaswamy
- (ii) A. Thangaraja
- (iii) K. Nirmala

3. Top Shareholders

(i) K. Pasupathy	1500 shares
(ii) K. Kumaran	1500 shares
(iii) K. Rajarajan	1500 shares
(iv) A. Chellasamy	1200 shares
(v) A. Thangarajan	1200 shares
(vi) R. Gukuldas	930 shares
(vii) M. Chitraval	900 shares
(viii) S. Rathina Pandian Kanya Kumari	900 shares
(ix) S.K. Sundar	900 shares
(x) P. Jayaraman	860 shares

THANJAI MALAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
1. <i>Thanjai Malai Murasu</i>	Tamil	Daily	Tiruchirappalli

2. Directors

- (i) S.T. Adityan
- (ii) R. Pankajam

3. Top Shareholders

(i) B.R. Adityan	5202 shares
(ii) R. Pankajam	3051 shares
(iii) S. Adityan	2000 shares
(iv) R. Mylainathan	1950 shares
(v) K. Subbaiah	1502 shares
(vi) V. Thangaval	1500 shares
(vii) R. Sundara Kumar	1500 shares
(viii) S. Balasubramaniam	1350 shares
(ix) K. Paramasivan	1200 shares
(x) K. Alagaisamy	1100 shares

MADURAI MALAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Madurai Malai Murasu</i>	Tamil	Daily	Madurai

NELLAI MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Malai Murasu</i>	Tamil	Daily	Tirunelveli

2. Directors

- (i) B.S. Adityan
(Managing Director)
- (ii) R. Krishnakanthan
- (iii) R. Kottalamuthu
- (iv) S. Arunachalam

3. Top Shareholders

(i) B.S. Adityan	1632 shares
(ii) T.P. Rajalingam	350 shares
(iii) S. Parvathinathan	187 shares
(iv) C. Kaliammal	180 shares
(v) R. Palvannan	178 shares
(vi) S. Chandra Sekharan	165 Shares
(vii) S. Vaidyanathan	150 shares
(viii) R. Krishnakanthan	135 shares
(ix) Govindammal	120 shares
(x) I. Uthinapandian	108 shares

SALEM MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Salem Malai Murasu</i>	Tamil	Daily	Salem

2. Directors

- (i) K.P. Kandasamy
- (ii) K. Malika

3. Top Shareholders

(i) K. Somasundaram	1700 shares
(ii) M. Rajadura	1700 shares
(iii) N. Krishnan	1650 shares
(iv) D. Murugesam	1500 shares
(v) A. Asokan	1500 shares
(vi) K. Rajarajan	1500 shares
(vii) K. Kumaran	1400 shares
(viii) A. Doraipandiam	1400 shares
(ix) J. Subbaih	1200 shares
(x) P. Arjunajothi	1130 shares

VELLORE MURASU (P) LTD.

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Vellore Malai Murasu</i>	Tamil	Daily	Vellore

2. Directors

- (i) K.P. Kandasamy
- (ii) A. Thangaraja
- (iii) K. Nirmala

3. Top Shareholders

(i) N. Krishnan	1900 shares
(ii) A. Doraipandian	1800 shares
(iii) K. Somasundaram	1700 shares
(iv) M. Rajadura	1700 shares
(v) J. Subbaih	1700 shares
(vi) K. Rajarajan	1500 shares

(vii) D. Murugesan	1500 shares
(viii) D.P. Ganesan	1500 shares
(ix) K. Kumaran	1400 shares
(x) K. Pasupathi	1400 shares

RANI SYNDICATE

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Vaarsantari Rani</i>	Tamil	Weekly	Madras
2. Partners			
(i) B.S. Adityan (Managing Director)		10% share	
(ii) C. Kaliammal		10% share	
(iii) R. Chandran		10% share	
(iv) R. Kottalamuthu		10% share	
(v) A. Sivaraja		10% share	
(vi) J. Meganathan		10% share	
(vii) I. Shanmuganathan		10% share	
(viii) R. Arichandran		10% share	
(ix) R. Tiruvadi		10% share	
(x) A. Benjamin		10% share	

RANI PUBLICATIONS

1. Name of the Publication	Language	Periodicity	Place of Publication
(i) <i>Rani Muthu</i>	Tamil	Monthly	Madras
2. Partners:			
(i) R. Mylainathan		15% share	
(ii) R. Bhaskaran		15% share	
(iii) O. Malayandi		15% share	
(iv) A. Munugalya		15% share	
(v) A. Jagadesan		15% share	
(vi) S. Somasundara Pandian		15% share	
(vii) S. Sivanthi Aditya		10% share	

RAJASTHAN PATRIKA, JAIPUR

The Rajasthan Patrika Private Limited, Jaipur bring out the following publications:

Rajasthan Patrika, Hindi Daily Jaipur
Rajasthan Patrika, Hindi Daily Jodhpur
Rajasthan Patrika, Hindi Daily Udaipur
Itwari Patrika, Hindi Weekly Jaipur

The paid-up share capital consists of 7,575 equity shares of Rs. 100 each. Nine shareholders account for all the shares. Their names and share-holding are as follows:

Sl. No.	Name	No. of shares held	Amount	Percentage
1.	K.C. Kulish	5000	5,00,000	66.00
2.	Vijay Bhandari	1000	1,00,000	13.20
3.	L.N. Sharma	1000	1,00,000	13.20
4.	Amarchand Kothari	400	40,000	5.28
5.	T.C. Navaikha	5	500	0.07
6.	Gulab Kothari	5	500	0.07
7.	Milap Kothari	155	15,500	2.04
8.	Komal Kothari	5	500	0.07
9.	Shah Engineering Works Private Limited	5	500	0.07
		7575	7,57,500	100.00

The shareholder at serial number one is father of shareholders at serial numbers six and seven and brother of the shareholder at serial number four. The shareholder at serial number two is father-in-law of the shareholder at serial number seven. These five shareholders who are closely related account for a total of 86.59 per cent of the paid-up capital.

None of the seven Directors of the Company holds the directorship of any other company. Information available about the directors is as follows:

	Remarks
1. <i>Shri K.C. Kulish</i> Managing Director-whole time.	Chief editor of Rajasthan Patrika and Itwari Patrika. No other Directorship.
2. <i>Shri Vijaya Bhandari</i> Director-whole-time	Managing Editor of Rajasthan Patrika. No other Directorship.
3. <i>Shri L.N. Sharma</i> Director-whole-time	Director—Finance. No other Directorship.
4. <i>Shri Amar Chand Kothari</i> Director-whole-time	Director—Circulation. No other Directorship.
5. <i>Shri Gulab Kothari</i> Director-whole-time	Director—Advertisement. No other Directorship.
6. <i>Shri Milap Kothari</i> Director-whole-time	Director—Incharge of Jodhpur Office. No other Directorship.
7. <i>Shri Komal Kothari</i> Director	No other Directorship held.

In view of the information given above, we hold the newspaper undertaking to be a family-owned unit having no links with other industries/business interests.

T.V. RAMASUBHA IYER AND OTHERS

M/s. T.V. Ramasubha Iyer and others, a registered firm brings out *Dinamalar*, Tamil daily from Tirunelveli, Tiruchirappalli and Madras.

There are six partners, each holding one-sixth share in the firm. Their names are S/Shri T.V. Ramasubha Iyer, Smt. Saroja Venkatayathi, R. Satyamurthy, R. Krishnamurthy, R. Laxmipathi and R. Raghavan.

On the basis of the information available, we agree with the IIPA study conclusion that the firm is a family based unit.

VISHWAMITRA

Vishwamitra, Hindi daily is brought out from Calcutta, Kanpur and Bombay by the partnership firm of K.C. Aggarwal and others. Shri K.C. Aggarwal, Shri R.C. Aggarwal and Shri S.C. Aggarwal, all of Calcutta hold equal shares in the partnership firm.

The Press in India 1980 puts the Swadeshi Printers and Publishers Private Limited, Publishers of *Cine Advance*, English and Hindi weeklies in the same common ownership unit as K.C. Aggarwal and others. The Directors of the Company are S/Shri H.C. Aggarwal (Managing Director), K.C. Aggarwal, Smt. Swadeshwari Devi and A.C. Aggarwal. Without giving further data the IIPA study says that the family controlling the partnership firm and the Swadeshi Printers and Publishers Private Limited has business concerns outside the newspaper industry.

The data available justifies only putting Vishwamitra and allied publications in the group of newspapers owned/controlled by families.

GUJARAT MITRA

Gujaratmitra and *Gujaratdarpan*, a Gujarati daily is brought out from Surat by E.U. Reshamwala.

The IIPA study says that it is an individual controller unit. We agree with this conclusion.

AMAR UJALA, AGRA

Amar Ujala, Hindi daily, is brought out from Agra and Bareilly by a partnership firm. The capital and percentage share in profit/loss of the partners of the firm as on 31st December 1980 were as follows:

Name of the partner	Capital (in Rs.)	Share in Profit/loss (in per cent)
(i) Shri Anil K. Agarwal	1,42,581	18
(ii) Shri Ajai K. Agarwal	95,157	18
(iii) Smt. Daya Agarwal	93,871	17
(iv) Shri Rajul Maheswari	2,44,295	47

The newspaper informed us that the partners at serial numbers (i), (ii) and (iii) are related to one another within the meaning of Section 6 of the Companies Act, 1956.

In view of the information given above, we hold that *Amar Ujala* is owned and controlled by a family.

EXPRESS, TRICHUR

Express, Malayalam daily is brought out from Trichur by Shri K. Balakrishnan. The newspaper is owned by an individual and is a proprietary concern.

AJIT PUBLICATIONS

The Ajit Publications, Jullundur brings out the following publications:—

1. <i>Ajit</i>	Punjabi	Daily	Jullundur
2. <i>Ajit</i>	Urdu	Daily	Jullundur

The unit is controlled by the Sadhu Singh Hamdard Trust of which Sadhu Singh Hamdard is the Chairman. From the information available, We agree with the IIPA study conclusion that it is a family dominated establishment.

NAVAJYOTI, AJMER, JAIPUR AND KOTA

The partnership firm of V.D. Chaudhary and others, brings out *Navajyoti*, Hindi daily, from Ajmer, Jaipur and Kota. The different partner's share in the firm is as follows:

Partners	Percentage of share
1. Shri D.B. Chaudhary	40
2. Shri P.K. Agarwal	25
3. Smt. P.D. Chaudhary	15
4. Shri H.K. Chaudhary	10
5. Shri N.K. Chaudhary	10

On the basis of the information available, we hold the firm to be controlled by members of a family.

(iii) Newspapers owned or controlled by individuals or groups of individuals representing a variety of interests.

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MATHRUBHUMI, CALICUT

The Mathrubhumi Printing and Publishing Company Limited, Calicut, brings out *Mathrubhumi* (Malayalam Daily) from Calicut and Cochin.

The top 10 shareholders of the Company are as follows:

Name	No. of shares held	Percentage
1. Sh. Makayiramnal Ravi Varma Raja	124	3.8
2. Sh. M.P. Veerendrakumar	110	3.3
3. Sh. M.J. Vijayapadaman	108	3.3
4. Sh. P.V. Chandran	100	3.0
5. Smt. A.V. Kuttimalu Amma	90	2.7
6. Sh.V. K. Madhavankutti	80	2.4
7. Smt. K.M. Kuthilakshmi Amma	80	2.4
8. Smt. Kulpna Krishnamohan and three others jointly	77	2.3
9. Shri P. Sankaran	62	1.9
10. Smt. Kulpna Krishnamohan (in sole name)	55	1.7
Total	886	26.8

The IIPA study says that the company has interests outside the newspaper industry particularly in plantation activities. This has been denied by the company.

In support of its conclusion the IIPA study report says that Shri M.J. Krishnamohan who was managing director of the company in 1973 was a leading planter and agriculturist. It also states that one of the top 10 shareholders in 1978, Shri Radhakrishna Erady was a Director of the Nidagudi Bank Limited. On this the company has commented:

"Mr. M.J. Krishna Mohan became the Managing Director of the Company only in the year 1977, even though the Mathrubhumi Ptg. & Pub. Co. Ltd. had come into being as far back as 1923. Mr. Krishna Mohan's private occupation of being a Planter and Agriculturist had nothing to do with his being elected as the Managing Director of the Company. The maximum number of Equity shares ever held by Shri M.J. Krishna Mohan was only 108. This works out to only 3.3 per cent of the Equity Shares having voting rights. And now, since Mr. Krishna Mohan's demise in the year 1979, even this stands divided among the legal heirs."

"Shri V. Radhakrishna Erady became an equity share holder on 2-2-78. The maximum number of equity shares ever held by him was only 11 which work out to 0.3 per cent. Shri Erady was holding 170 preference shares of Rs. 100/- each which have been transmitted to his legal heirs after his demise. That the Preference shareholders have no voting right also is to be noted."

"We may also state that no shareholder of institution can wield any influence in shaping the policy of the Mathrubhumi publications. The publications are being run on professional lines and the Editor functions without any interference from the Administration. Only professional standards guide/determine the policy of the paper."

"We would like to emphasise that the Company's sole interest is the publication of newspapers, magazines and books and absolutely nothing else. This may please be made clear."

In support of its rejoinder, the Company says that its share-holding is well diffused, with 387 persons holding the company's share and nobody holding more than 3.8 per cent of the shares. The pattern of holding of the equity shares which have voting rights is as follows:—

No. of shares held	No. of persons	Total	Percentage of share capital held by each person in the category
(1)	(2)	(3)	(4)
124	1	124	3.8
110	1	110	3.3
108	1	108	3.3
100	1	100	3.0
90	1	90	2.7
80	2	160	2.4
77	1	77	2.3
62	1	62	1.9
55	1	55	1.7
54	1	54	1.6
53	2	106	1.6
51	1	51	1.5
50	10	500	1.5
42	1	42	1.3
40	4	160	1.2
38	1	38	1.2
35	1	35	1.1
34	1	30	1.0
30	1	30	0.9
26	1	26	0.8
25	3	75	0.8
21	1	21	0.6
20	19	380	0.6
15	2	30	0.5
12	1	12	0.4
11	1	11	0.3
10	24	240	0.3
9	1	9	0.3
8	1	8	0.2
6	1	6	0.2
5	38	190	0.2
4	9	36	0.1
3	12	36	0.1
2	55	110	0.06
1	185	185	0.03
	387	3311	

(v) Newspapers owned or controlled by Trusts or Educational, Cultural or Religious Organisations as a means to achieve the wider objectives

JANMABHOOMI GROUP

The Saurashtra Trusts brings out the following publications :

Name of the newspaper	Language	Periodicity	Place of Publication
1. Janmabhoomi	Gujarati	Evening daily	Bombay
2. Janmabhoomi Pravasi	Gujarati	Morning daily	Bombay
3. Janmabhoomi Pravasi	Gujarati	Sunday Weekly	Bombay
4. Vyapar	Gujarati	Bi-weekly	Bombay
5. Phulchhab	Gujarati	Daily	Rajkot
6. Pratap	Gujarati	Daily	Surat
7. Kutchmitra	Gujarati	Daily	Bhuj (Kutch)
8. Kavita	Gujarati	Once in 2 months	Bombay

The Board of Directors of the Company in 1981 consisted of the following:—

Sl. No.	Name	Main Profession	Other Directorship
1.	M.P. Veerendrakumar, Managing Director	Landlord & Planter	Nil
2.	A.V. Kuttimalu Amma, Director	Social Worker	Nil
3.	K. Kumaran Nair, Director	Advocate	Nil
4.	Madhav Das Nalapat, Director	—	Nil
5.	S. Subramanian	Divisional Manager, Hydraulics Dvn., M/s. Best & Crompton Engg. Ltd.	Nil
6.	P.V. Chandran, Director	Managing Partner, Kerala Transport Company	Kerala Rubber Plantation (P) Ltd.
7.	V. Bhaskara Menon, Director	Advocate	Nil
8.	P. K. Padmanabhan Nair	Journalist	Nil
9.	M.J. Vijayapadman	Planter	Nil

We are of the view that *Mathrubhumi* is a newspaper owned and controlled by individuals/groups of individuals representing a variety of interests.

(iv) Newspapers owned or controlled by trusts or educational Organisations with primary interest in newspaper business

THE TRIBUNE TRUST, CHANDIGARH

The Tribune Trust, Chandigarh brings out the following newspapers :—

1. *Tribune*, English daily.
2. *Dainik Tribune*, Hindi daily.
3. *Punjabi Tribune*, Punjabi daily.

There are five Trustees. The names are given below:

1. Lt. Gen. P.S. Gyanī (PVSM).
2. Dr. M.S. Randhawa (ICS Retd.)
3. D.K. Mahajan (Retd. Chief Justice, Punjab & Haryana High Court).
4. P.N. Chhuttani, (Ex. Director P.G.I.).
5. P.L. Verma (Ex. Chief Engineer, Chandigarh Capital Project).

The Tribune Trust is exclusively interested in newspaper activity. Whenever a vacancy occurs in the Board of Trustees, the other Trustees select a new Trustee.

The Saurashtra Trust was established by Shri R.D. Sheth in 1931 with the objective of educating the people and provision of medical aid. It is registered under the Bombay Public Trust Act of 1950. There is no individual beneficiary.

The trust owns the State's People Private Limited which manages the business affairs of the Trust. All the shares of the States' People Private Limited are held by the Trust. There are seven trustees and they are not related to each other. Their names and main occupations are as follows:

- | | |
|----------------------------|--|
| 1. C.C. Shah (Chairman) | Solicitor, former M.P. |
| 2. Shantilal H. Shah | Solicitor, former M.P.
Former Minister in States of
Bombay and Maharashtra. |
| 3. D.K. Khetani | Social Worker. |
| 4. Ghanshyambhai Ojha | M.P. and former Chief Minister,
Gujarat. |
| 5. H.T. Parekh | Chairman—Housing Develop-
ment Finance Corpn. Ltd.
and former Chairman of
ICICI (Industrial Credit and
Investment Corporation of
India Ltd.). |
| 6. Pravinchandra V. Gandhi | Former President, Federation
of Indian Chambers of Com-
merce and Industry (FICCI).
He is associated with :
Bharatiya Vidya Bhavan.
Brihad Bharatiya Samaj
Sardar Vallabhbhai Patel Trust
and other Charitable Trusts
Former Chairman, Dena Bank |
| 7. J.H. Doshi | Former Chairman, Amar Dye
Chem. Ltd. |

From the information given above, it is clear that the percentage of Trustees associated with other industries is not more than 50. The Janmabhoomi Group of newspapers fall under the category of newspapers controlled by Trusts/educational institutions.

THE KESARI, PUNE

The Kesari-Mahratta Trust, Pune bring out *Kesari*, Marathi daily and *Mahratta*, English Annual from Pune.

The Trust was created in 1920 according to the Will of the Late Lokmanya Tilak with the objective of carrying on the

policy laid down by Lokmanya Tilak for newspapers. The policy included spreading of political knowledge and national consciousness among the people and conduct of national movement.

According to a judgment of the Supreme Court, the Kesari-Mahratta Trust is not a charitable trust.

The present trustees are:

1. Shri Jayant Shridhar Tilak, Minister for Energy, Protocol, Sports, Youth Services & Cultural Affairs, Govt. of Maharashtra.
2. Shri Panduran Sitaram Kulkarni.
3. Dr. R.V. Vardokar.
4. Shri S.D. Gokhale.
5. Dr. P.P. Bawale.

SERVANTS OF THE PEOPLE SOCIETY (THE SAMAJ, CUTTACK)

The Servants of the People Society (Lok Sewak Mandal) brings out the following publications:—

1. *Samaj*, Oriya Daily, Cuttack.
2. *Samaj*, Oriya, Weekly, Cuttack.

The Servants of the People Society was founded by the late Lala Lajpat Rai before Independence. The *Samaj* was founded by the Late Pandit Gopabandhu Das. At his death in 1928, the newspapers and the Satyabadi Press came under the Management of the Servants of the People Society.

Dr. Radhanath Rath, Editor of the *Samaj* is at present the President of the Servants of the People Society. There are 20 members of the Society who include public men, teachers and social workers.

The objectives of the Servants of the People Society as laid down by its founder Lala Lajpat Rai are the training of national missionaries for selfless service in the fields of education and cultural, economic and political advancement of the country.

DEEPIKA, KOTTAYAM

Deepika, Malayalam daily from Kottayam is Published by St. Joseph's Province of Carmalites of Mary Immaculate, which is a religious organisation.

APPENDIX X 8

OWNERSHIP PATTERN OF TOP 50 PERIODICALS

(i) Periodicals owned or controlled by companies, undertakings or businessmen with interests in other businesses or industries :

1. <i>Malayala Manorama</i> , Malayalam Weekly, Kottayam	4,05,966
2. <i>Illustrated Weekly of India</i> , English Weekly, Bombay	3,11,998
3. <i>Dharma Yug</i> , Hindi Weekly, Bombay	2,81,181
4. <i>Nandan</i> , Hindi Monthly, Delhi	1,95,403
5. <i>Parag</i> , Hindi Monthly, Delhi	1,36,374
6. <i>Filmfare</i> , English Fortnightly, Bombay	1,34,297
7. <i>Femina</i> , English Fortnightly, Bombay	1,33,498
8. <i>Indrajal Comic</i> , English Fortnightly, Bombay	1,32,689
9. <i>Indrajal Comics</i> , Hindi Fortnightly, Bombay	1,32,478
10. <i>Saptahik Hindustan</i> , Hindi Weekly, Delhi	1,07,864
11. <i>Madhuri</i> , Hindi Fortnightly, Bombay	1,06,218
12. <i>Vanitha</i> , Malayalam Monthly, Kottayam	1,64,328
13. <i>Balarama</i> Malayalam Weekly, Kottayam	1,13,855

(ii) Periodicals owned or controlled by companies or families or individuals or groups of individuals with primary interest in newspaper business :

1. <i>Vaaranantari Rani</i> , Tamil Weekly, Madras	3,90,807
2. <i>Sunday</i> , English Weekly, Calcutta	2,11,290
3. <i>Sudha</i> , Kannada Weekly, Bangalore	1,48,562
4. <i>Rani Mathu</i> , Tamil Monthly, Madras	1,41,186
5. <i>Desh</i> , Bengali Weekly, Calcutta	1,07,765
6. <i>Sarita</i> , Hindi Fortnightly, Delhi	2,21,758
7. <i>Blitz</i> , Hindi Weekly, Bombay	1,49,291
8. <i>Blitz News Magazine</i> , English Weekly Bombay	1,40,200
9. <i>Shree</i> , Marathi Weekly, Bombay	1,17,063
10. <i>India Today</i> , English Fortnightly, Delhi	1,04,796

(iii) Periodicals about whose ownership linkage information was not available :

1. <i>Kumudam</i> , Tamil Weekly, Madras (nine editions)	5,16,989
2. <i>Manohar Kahaniyan</i> , Hindi Monthly Allahabad	3,17,333
3. <i>Enanda Vikatan</i> , Tamil Weekly, Madras	2,59,624
4. <i>Manorajayam</i> , Malayalam Weekly, Kottayam	2,48,969
5. <i>Reader's Digest</i> , English Monthly, Bombay	1,85,973
6. <i>Kalyan</i> , Hindi Monthly, Gorakhpur	1,58,760
7. <i>Kalkandu</i> , Tamil Weekly, Madras	1,57,933
8. <i>Kungunnam</i> , Tamil Weekly, Madras	1,53,852
9. <i>Suktara</i> , Bengali Monthly, Calcutta	1,52,917
10. <i>Idhayam Pesukirathu</i> , Tamil Monthly, Madras	1,49,822
11. <i>Chitrlekha</i> , Gujarati Weekly, Bombay	1,48,822
12. <i>Chandamama</i> , Hindi Monthly, Madras	1,42,833
13. <i>Manorama</i> , Hindi Fortnightly, Allahabad	1,33,042
14. <i>Journal of Indian Institute of Bankers</i> , English Quarterly, Bombay	1,25,000
15. <i>Mayapuri</i> , Hindi Weekly, Delhi	1,21,952
16. <i>Stardust</i> , English Monthly, Bombay	1,19,166
17. <i>Jalaram Jyoti</i> , Gujarati Monthly, Rajkot	1,16,000
18. <i>Prajamata</i> , Kannada Weekly, Bangalore	1,15,875
19. <i>Satya Katha</i> , Hindi Monthly, Allahabad	1,13,382
20. <i>Devi</i> , Tamil Weekly, Madras	1,12,433
21. <i>Savi</i> , Tamil Weekly, Madras	1,12,028
22. <i>Malaimathi</i> , Tamil Fortnightly, Madras	1,09,488
23. <i>Chandamama</i> , Telugu Monthly, Madras	1,09,417
24. <i>Competition Success Review</i> , English Monthly, Delhi	1,09,012
25. <i>Filmi Duniya</i> , Hindi Monthly, Delhi	1,07,668
26. <i>Nutan Kahaniyan</i> , Hindi Monthly, Allahabad	1,03,382
27. <i>Medical Times</i> , English Monthly, Bombay	1,00,576

SHARE OF TOP TWO DAILIES IN TOTAL CIRCULATION OF DAILIES—STATE-WISE, 1979

S.No.	State/U.T.	Circulation of all dailies (in thou- sands)	Top two leading dailies		Circulation of leading dailies as per cent of circu- lation of all dailies
			Name	Circulation	
1	2	3	4	5	6
1. Andhra Pradesh	.	656	Eenadu (Telugu), Hyderabad, Visakhapatnam, Vijayawada Andhra Prabha (Telugu), Vijayawada, Hyderabad	1,87,446 1,07,085	28.5 16.3
2. Assam	.	117	Assam Tribune (English), Gauhati Dainik Asom (Assamese), Gauhati	36,445 34,261	31.2 29.3
3. Bihar	.	427	Aryavarta (Hindi) Patna Indian Nation (English), Patna.	1,03,971 55,658	24.3 13.0
4. Gujarat	.	827	Gujarat Samachar (Gujarati), Ahmedabad, Surat Sandesh (Gujarati), Ahmedabad, Baroda	1,76,278 1,70,067	21.3 20.6
5. Haryana	.	17	Sunehri Bharat (Hindi) Gurgaon Mewat (Hindi), Gurgaon	5,037 4,357	29.5 25.6
6. Jammu and Kashmir	.	60	Kashmir Times (English), Jammu Aftab (Urdu), Srinagar	8,625 7,333	14.4 12.2
7. Karnataka	.	696	Prajavani (Kannada), Bangalore Deccan Herald (English), Bangalore	1,60,690 1,12,166	23.1 16.0
8. Kerala	.	1345	Malayala Manorama (Malayalam), Kottayam, Calicut, Cochin Mathrabhumi (Malayalam) Cochin, Calicut	4,70,776 3,08,833	35.0 23.0
9. Madhya Pradesh	.	431	Nai Dunia (Hindi) Indore Nava Bharat (Hindi), Jabalpur, Nagpur, Bhopal, Raipur, Indore.	1,25,426 97,056	29.1 22.5
10. Maharashtra	.	2392	Lokasatta (Marathi), Bombay Times of India (English) Bombay.	2,44,331 2,40,727	10.2 10.1
11. Meghalaya	.	5	North-East Mirror (English), Shillong Implanter (English), Shillong	2,500 1,311	50.0 26.2

1	2	3	4	5	6		
12.	Oriss ^a	.	.	142	Samaj (Oriya), Cuttack Prajatantra (Oriya), Cuttack	72,703 29,629	51.2 20.9
13.	Punjab	.	.	445	Punjab Kesari (Hindi), Jullundur Hind Samachar (Urdu), Jullundur	1,59,111 69,646	35.8 15.7
14.	Rajasthan	.	.	332	Rajasthan Patrika (Hindi), Jaipur Nav Jyoti (Hindi), Jaipur, Ajmer	84,117 53,308	25.3 16.1
15.	Tamil Nadu	.	.	114	Daily Thanthi (Tamil), Madras, Tiruchirapally, Coimbatore, Madurai, Tirunelveli, Vellore, Cuddalore, Salem. Hindu (English), Madras, Coimbatore	2,51,527 1,82,405	22.6 16.4
16.	Tripura	.	.	24	Dainik Sambad (Bengali), Agartala Tripura Darpan (Bengali), Agartala	6,267 5,448	26.1 22.7
17.	Uttar Pradesh	.	.	974	Jagran (Hindi), Kanpur, Gorakhpur, Allahabad, Lucknow, Jhansi Aj (Hindi), Varanasi, Kanpur	1,78,600 1,17,834	18.4 12.1
18.	West Bengal	.	.	1440	Ananda Bazar Patrika (Bangali), Calcutta Jugantar (Bengali), Calcutta	4,03,047 3,14,596	28.0 21.8
19.	Andaman and Nicobar Islands	.	.	1	Daily Telegrams (English), Port Blair	1,208	100.0
20.	Chandigarh	.	.	299	Tribune (English), Chandigarh Dainik Tribune (Hindi), Chandigarh	1,56,689 36,322	52.4 12.1
21.	Delhi	.	.	1408	Navbharat Times (Hindi), New Delhi Hindustan Times (English), New Delhi	3,28,397 2,67,020	23.3 19.0
22.	Goa, Daman and Diu	.	.	43	Nav Hind Times (English), Panaji Gomantak (Marathi), Panaji	14,488 12,632	33.7 29.4
23.	Mizoram	.	.	4	Highlander (English), Aizawl	1,358	33.6

SHARE IN CIRCULATION OF TOP TWO DAILIES IN EACH LANGUAGE —1979

Sl.No.	Language	Total circulation of dailies (in thousands)	Names of top two dailies	Circulation	Circulation of leading daily as percent of total circulation
1	2	3	4	5	6
1. Hindi	.	3,048	<i>Nav Bharat Times</i> Delhi & Bombay <i>Hindustan</i> , Delhi	4,17,514 2,05,432	13.7 6.7
2. English	.	2,973	<i>Indian Express</i> Bombay, Delhi, Chandigarh, Ahmedabad, Bangalore, Cochin, Madras, Madurai Vijayawada, Hyderabad <i>Times of India</i> , Bombay, Delhi, Ahmedabad	6,47,709 4,67,812	21.8 15.7
3. Assamese	.	69	<i>Dainik Asom</i> , Gauhati. <i>Agradoot</i> , Jorhat (Bi-Weekly)	34,261 19,325	49.7* 28.0
4. Bengali	.	836	<i>Ananda Bazar Patrika</i> Calcutta <i>Jugantar</i> , Calcutta	4,03,047 3,14,596	48.2 37.6*
5. Gujarati	.	1,055	<i>Gujarat Samachar</i> , Ahmedabad, Surat. <i>Sandesh</i> , Ahmedabad	1,76,278 1,70,067	16.7 16.1
6. Kannada	.	397	<i>Prajavani</i> , Bangalore <i>Udayavani</i> , Manipal	1,60,696 53,880	40.5* 13.8
7. Malayalam	.	1,273	<i>Malayala Manorama</i> , Kottayam, Calicut, Cochin <i>Matrabhumi</i> , Cochin, Calicut	4,70,770 3,08,833	37.0* 24.3
8. Marathi	.	1,252	<i>Lok Satta</i> , Bombay <i>Maharashtra Times</i> , Bombay	2,44,331 1,59,743	19.5 12.8
9. Oriya	.	131	<i>Samaj</i> , Cuttack <i>Prajatantra</i> , Cuttack,	72,703 29,629	55.5* 22.6
10. Punjabi	.	218	<i>Ajit</i> , Jullundur <i>Tribune</i> , Chandigarh	52,634 35,579	24.1 16.3
11. Sindhi	.	19	<i>Hindustan</i> , Bombay	12,775	67.2*
12. Tamil	.	820	<i>Daily Thanthi</i> , Madras Tiruchirapally, Coimbatore, Madurai, Tirunelveli, Vellore, Cundalore, Salem, <i>Dinamani</i> , Madurai, Madras	2,51,127 1,70,443	30.6 20.8
13. Telugu	.	485	<i>Eenadu</i> Hyderabad, Visakhapatnam, Vijayawada <i>Andhra prabha</i> , Vijayawada, Hyderabad, Bangalore	1,87,446 1,30,334	38.6* 26.9
14. Urdu	.	566	<i>Hind Samachar</i> , Jullundur <i>Pratap</i> , Delhi	69,646 25,467	12.3 4.5

* Circulation is more than 33 per cent of the total circulation.

SHARE IN CIRCULATION OF TOP TWO WEEKLIES IN EACH LANGUAGE—1979

Sl. Language No.	Total circulation of Weeklies (in thousands)	Names of top two weeklies	Circulation	Circulation of leading weeklies as per cent of total circulation
1	2	3	4	5
1. Hindi	3327	Dharmayug, Bombay Blitz, Bombay	2,81,181 1,49,291	8.5 4.5
2. English	1648	Illustrated Weekly of India, Bombay Sunday, Calcutta	3,11,998 2,11,290	18.9 12.8
3. Assamese	73	Assam Bani, Gauhati Janambhumi, Jorhat	39,014 12,831	53.4 17.6
4. Bengali	685	Desh, Calcutta Khelar Asar, Calcutta (Sports)	1,07,765 66,442	15.7 9.7
5. Gujarati	654	Chitralekha, Bombay (Literary) Phulwadi, Rajkot (Child)	1,48,822 61,678	22.8 9.4
6. Kannada	460	Sudha, Bangalore (Literary) Prajamata, Bangalore	1,48,562 1,15,875	32.3 25.2
7. Malayalam	1366	Malayala Manorama, Kottayam (Literary) Manorajyam, Kottayam (Literary)	4,05,966 2,48,969	29.7 18.2
8. Marathi	475	Shree, Bombay Swaraj, Pune (Literary)	1,17,053 65,365	24.6 13.8
9. Oriya	20	Taruna, Bhrampur Orissa Times, Cuttack	4,295 3,059	21.5 15.3
10. Punjabi	328	Sach-O-Sach, Delhi (Literary) Panth Prakash, Delhi	17,500 14,917	5.3 4.5
11. Sindhi	45	Hindvasi, Bombay Sanghthan, Kanpur	17,571 16,120	39.0 35.8
12. Tamil	2166	Kumudam (9 editions) (Literary) Varantari Rani, Madras (Literary)	5,16,989 3,90,807	23.9 18.0
13. Telugu	494	Andhra Sachitra Vara Patrika, Vijayawada Andhra Jyoti Sachitra Vara Patrika, Vijayawada (Literary)	81,628 72,937	16.5 14.8
14. Urdu	772	Nasheman Bangalore, Blitz, Bombsy	59,582 55,659	7.7 7.2

STATEMENT SHOWING CIRCULATION OF NEW EDITIONS OF MULTI-EDITION PAPERS AND THEIR LOCAL RIVALS 1960-79

Name	1960	1965	1970	1972	1974	1976	1978	1979
1	2	3	4	5	6	7	8	9
I.								
Indian Express, Chandigarh (1977)	—	—	—	—	—	22933	35320
Other Local Dailies :								
1. International Blast	—	—	—	—	1800	—	16960	14853
2. Tribune, Chandigarh	32910	62655	93849	106893	115523	123162	147935	156689
Existing Edition :								
Indian Express, New Delhi	50940	67543	86910	95239	93570	81010	105769	132525

Name	1960	1965	1970	1972	1974	1976	1978	1979
1	2	3	4	5	6	7	8	9
II.								
Indian Express, Hyderabad (1977)	—	—	—	—	—	—	23508	28590
<i>Other Local Dailies</i>								
1. Deccan Chronicle, Hyderabad	12814	22146	34390	34963	32068	40233	40133	44810
2. Indian Herald, Hyderabad	—	—	—	10060	14352	N.S.	1180	300
3. Daily News Hyderabad	N.A.	2365	1250	2522	6893	3165	N.S.	N.S.
<i>Existing Editions:</i>								
1. Indian Express, Vijayawada	22277	48031	57603	52108	44207	43480	33835	38760
2. Indian Express, Chittoor	30049	—	—	—	—	—	—	—
III.								
Economic Times, Calcutta (1976)	—	—	—	—	—	9914	19943	N.S.
<i>Other Local Dailies :</i>								
1. Business Standard, Calcutta	—	—	—	—	—	8870	15393	18714
IV.								
Sandhya Times (Hindi) Delhi (1979)	—	—	—	—	—	—	—	24537
<i>Other Local Dailies :</i>								
1. Doorandesh, Delhi	—	—	—	—	7328	8402	8823	10769
2. Sayantan, Delhi	—	—	—	—	—	—	9753	9641
3. Hindustan Times Evening News (English)	3234	5501	7791	10974	14203	13420	25537	24775
V.								
Malayala Mahoroma (Malayalam), Ernakulam (1978)	—	—	—	—	—	—	—	81905
<i>Other Local Daily :</i>								
1. Mathrubhoomi, Ernakulam	—	89074	122844	143570	155696	140394	159137	176186
<i>Existing Editions :</i>								
1. Malayala Manorama, Calicut	—	—	95342	101676	107805	117603	147992	165848
2. Malayala Manorama, Kottayam	92464	162621	193122	204078	199543	209841	257073	223023
VI.								
Daily Thanthi Salem (1977)	—	—	—	—	—	—	11260	13976
<i>Other Local Dailies :</i>								
*Salem Malai Murasu	8505	16859	13663	12929	12528	9463	9064	8936
<i>Existing Editions :</i>								
1. Daily Thanthi Vellore	—	—	32251	28281	25390	19563	19021	19296
2. Daily Thanthi Coimbatore	—	42963	49217	41880	37390	32760	29459	34094
3. Daily Thanthi. Cuddalore	—	—	—	N.A.	16856	13250	15342	18216
* Salem Malai-Murasu too belongs to the Thanthi Group of News papers								
VII.								
Hindu, Bangalore (1970)	—	—	20540	21446	24238	25165	28029	34406
<i>Other Local Dailies :</i>								
1. Deccan Herald, Bangalore	28375	43781	62988	66070	77153	89670	103454	112166
2. Indian Express, Bangalore	—	29974	57442	51588	47811	47930	54799	63150
<i>Existing Edition :</i>								
1. Hindu, Madras	120866	141321	133701	131348	162363	167246	149144	134794

Name	1960	1965	1970	1972	1974	1976	1978	1979
1	2	3	4	5	6	7	8	9
VIII.								
Eenadu, Hyderabad (1975)	—	—	—	—	—	N.S.	58958	77474
<i>Other Local Dailies :</i>								
1. Andhrabhoomi, Hyderabad	—	10548	18700	16949	15852	15813	19660	16818
2. Andhra Patrika Hyderabad	—	—	—	—	—	12993	13891	11956
3. Andhra Prabha, Hyderabad	—	—	—	—	—	—	29134	35209
4. Andhra Janatha, Hyderabad	4882	10272	8535	7539	—	8800	N.S.	N.S.
IX.								
Eenadu, Vijayawada (1978)	—	—	—	—	—	—	59849	71441
<i>Other Local Dailies :</i>								
1. Andhra Jyoti, Vijayawada	23871	18874	29129	28086	25652	34990	54263	53670
2. Andhra Patrika, Vijayawada	—	N.S.	33796	30649	31701	28205	33500	30837
3. Andhra Prabha, Vijayawada	46649	69241	83050	89354	78954	58415	70084	71876
4. Vishal Andhra, Vijayawada	18623	17083	9432	8783	10344	N.S.	8762	9980
<i>Existing Edition :</i>								
Eenadu, Visakhapatnam	—	—	—	—	16630	20056	29751	38531

APPENDIX X.13

VIVIAN BOSE COMMISSION'S REPORT ON DALMIA—JAIN ENTERPRISES—A SUMMARY

Though popularly known as the Vivian Bose Commission, the Commission of Inquiry which was appointed to investigate into the administration of Dalmia-Jain companies was initially headed by Justice S. R. Tendolkar of the Bombay High Court. He was succeeded by Justice Vivian Bose who submitted the main Report on the Investigation to the Government on June 18, 1962.

Bennett Coleman and Company was not among the nine companies specified in the notification setting up the Commission. However, the Commission was empowered to add other companies.

The first reference to Bennett Coleman and Company is in volume V of the Commission's Report (which comprise seven volumes in all). Bennett, Coleman is referred to also in volume VI.

Extracts from the two volumes pertaining to Bennett Coleman and Company are reproduced in the pages that follow.

Vol. V—Dalmia Cement & Paper Marketing Company

Chapter VI—Loans & Advances

BENNETT COLEMAN & CO. LTD.

In or about April 1946, the control of Bennett Coleman & Co. Ltd., a private limited company, was acquired by the D. J.

Group and since then it has been under the effective control first, of the D. J. Group (Ex. 600) and later of R. Dalmia. Then, towards the latter part of 1955 it went under the control of Shanti Prasad Jain.

Large sums of money were advanced by D. C. P. M. to Bennett Coleman & Co. Ltd. The amounts due by Bennett Coleman & Co. Ltd., to D.C.P.M. are as set out below:

	Rs.
As on 28-2-49	41,34,226 (Ex. 496)
As on 28-2-50	71,57,462 (Ex. 593/4)
As on 28-2-51	69,75,868 (Ex. 577)
As on 28-10-51	94,41,792 (Ex. 596)

The volume of dealings of Bennett Coleman & Co. Ltd. with D.C.P.M. are set out below : (Ex. 596 and 600)

Financial year 1948

Total amounts received from D.C.P.M. Bombay and interest charges	59,88,793	14	9
Less : Amounts paid to D.C.P.M. and interest charges	24,85,573	13	9
	15,03,224	14	0

Financial year 1949			
Opening credit balance on 1-1-49	15,03,224	11	0
Add : Further credits during the year (Financed to Bennett Coleman & Co. Ltd.)	60,70,119	1	10
Add : Interest at 6% per annum	2,72,659	15	6
	78,46,003	15	4
Less : Adjustments during the year	5,98,995	5	0
	72,47,008	10	4

Financial Year 1950			
Opening Credit Balance	72,47,008	10	4
Add : Further Credits during the year	77,25,827	9	6
Add : Interest at 6% per annum	2,96,832	12	6
	1,52,69,696	0	4
Less : Adjustments during the year	81,73,106	9	0
Closing : Credit balance as on 31-12-50	70,96,563	7	4

Financial Year 1951			
Opening Credit balance	70,96,563	7	4
Add : Further credits during the year	72,67,281	15	0
	13,34,500	11	0
Add : Interest at 6% per annum	3,78,406	9	0
	1,60,76,792	10	4
Less : Adjustment during the year	1,47,42,251	10	5
Closing credit balance as on 31-12-51	13,34,540	11	1

The amounts advanced to Bennett Coleman & Co. Ltd., were unsecured. Interest to Bennett Coleman & Co. Ltd., was charged as follows :—

- (a) to Bennett Coleman & Co. Ltd., Delhi account @4-1/2 upto (Ex. 576A) June 1948.
- (b) Bennett Coleman & Co. Ltd., Bombay account @ 3-1/2 upto (Ex. 576A) 31-12-1948

The amount of Rs. 1,47,42,251-15-4 (Ex. 600) adjusted during the financial year 1951 of Bennett Coleman & Co. Ltd., included the sum of Rs. 1 crore adjusted on 31-12-51 (Ex. 596/26) in respect of the following shares by Bennett Coleman & Co. Ltd. to D.C.P.M. (Ex. 366/23).

	Rs.
21,000 Conversion shares of S.S.B. Mills Ltd. at Rs. 295	61,93,400
4,000 Conversion shares of M.D.W. Co. Ltd. @ Rs. 500	20,00,000
18,066 Preference shares of D. J. Aviation at Rs. 100 per share	18,06,600
	<u>1,00,00,000</u>

A sum of Rs. 94,41,792 was due by Bennett Coleman & Co. Ltd., to D.C.P.M. as on 30th October 1951. This was cleared by making the above adjustments (Ex. 596/26). The rates at which the shares of S.S.B. Mills Ltd., and M.D.M. Co. Ltd., were transferred by Bennett Coleman & Co. Ltd., to D.C.P.M. were inflated having regard to the rates at which other transactions were made about the same time: (Ex. 501 & 590).

(i) On 23-3-1950 D.C.M.P. transferred 21,800 Conversion shares of S.S.B. Mills Ltd., and 7,200 Conversion shares of M.D.M. Co. Ltd., to D. J. A. at Rs. 200 and Rs. 300 per share respectively.

(ii) On 28-2-51 D.J.A. transferred 21,000 shares of S. S. B. Mills Ltd., and 7,200 Conversion shares of M.D.M. Co. Ltd., to Rashtriya Financial Corporation Ltd., through D.C.P.M. at the rates of Rs. 200 and Rs. 300 per share respectively. D. J. A. (Statement of matters).

(iii) On 28-2-51 D.C.P.M. transferred 11,012 shares of S.S.B. to Rashtriya Financial Corporation Ltd., at Rs. 200 per share and 11,928 shares of M.D.M. Co. Ltd., to Rashtriya Investors Ltd. at Rs. 300 per share (Ex. 501/2,3 and Ex. 590/1-19).

From the above it is clear that the real value of the shares of S. S. B. Mills and M. D. M. Co. Ltd., transferred by Bennett Coleman & Co. Ltd., on 31-10-51 was only Rs. 54,00,000 as set out below :

21,000 Conversion shares of S.S.B. Mills at Rs. 200	42,00,000
4,000 Conversion shares of M.D.M. at Rs. 300	12,00,000
	<u>54,00,000</u>

As against the real value of Rs. 54 lacs, Bennett Coleman & Co. Ltd., transferred these shares to D.C.P.M. at an inflated value of Rs. 81,93,400. Bennett Coleman & Co. Ltd., thus benefited to the extent of Rs. 27,93,400 in liquidation of its debt to D.C.P.M.

Vol. VI—Part I

Sir Shapuriji Broacha Mills Ltd. and Madhoji Dharamsi Manufacturing Co.

CHAPTER VIII

BENNETT COLEMAN SHARES

At the time the D. J. Group acquired the mills companies, S. S. B. Mills Ltd. and M.D.M. Co. Ltd., had large reserves made up of accumulated profits amounting to about Rs. 90 lacs. These were augmented to Rs. 157 lacs by 1951. In order to extinguish the Revenue Reserves and Profits, as stated earlier, the D. J. Group made these mills companies invest their funds in the shares of Bennett Coleman & Co. Ltd., a private limited company of the Group in or about December, 1946. Later, in 1951, these companies were made to part with these shares at a substantially low price to another sister company, D. J. Aviation Ltd., of which R. Dalmia was the principal beneficiary. This low rate was a manipulated one. By this device, the reserves of the mill companies were reduced to the extent of the losses sustained on the sales.

This was done with a view to evade tax liability on the amount of Reserves and profits which, but for these losses, would have been distributed on liquidation and would have been received by the principal shareholders as dividends liable to be taxed as 'Business Profits' in their hands.

Another object of making this investment was to retain control of the newly acquired private limited company, Bennett Coleman & Co. Ltd. The manner in which these investments were later transferred to D. J. Aviation Limited, another company in which R. Dalmia was the principal beneficiary, at a value less than 50 per cent of the original purchase price provides another instance of the pattern of the misuse of funds of public limited companies, in this case S.S.B. Mills Ltd. and M.D.M. Co. Ltd., for the ultimate benefit of R. Dalmia.

With this background, we will proceed to examine the transactions relating to the purchase and sale by the S.S.B. Mills and M.D.M. Co. of the shares of Bennett Coleman & Co.

In or about December 1946, S.S.B. Mills bought 9,500 Pref. shares of Bennett Coleman & Co. at Rs. 557 per share of Rs. 52,92,500 (Ex. 487).

About the same time M.D.M. Co. bought 6,850 Preference shares of Bennett Coleman & Co. at Rs. 550 per share for Rs. 37,67,500 (Ex. 506).

The names of the sellers are not known as the books of the mills companies were not available. These blocks of share remained with the two mills companies till at least 31-5-1950 and probably even longer. We say this because we found from the books of D. J. Aviation that D. J. Aviation bought 16,350 Preference shares (9,500 shares from S.S.B. Mills and 6,850 shares from M.D.M. Co. Ltd.) at Rs. 200 a share through Jaipur Traders Ltd. In the absence of the books of the two mill companies and of Jaipur Traders Ltd., we presumed in our statements of Matters that the 16,350 shares that we have referred to were the same blocks that the two mill companies had bought in December 1946. As this inference was not denied in any of the written statements we take it that that is correct.

By reason of these sales the S.S.B. Mills lost Rs. 33,92,500 on its Preference shares at Rs. 357 a share and the M.D.M. Co. lost Rs. 23,97,500 at Rs. 350 per share.

It was argued by counsel for Shanti Prasad Jain in connection with another transaction that it is not right to look at the matter in this way because the marketing was falling and this kind of arithmetic proceeds upon the mistaken assumption that the market was steady in all this period.

We have no evidence to show that the market for these shares had fallen in the interval. Bennett Coleman was a private limited company and its shares were not quoted on the stock exchange. The two mill companies and Jaipur Traders Ltd. were all R. Dalmia concerns. All three were taken into liquidation and their books were destroyed. Also, this is a matter that was within the special knowledge of R. Dalmia, and as he neither challenged our assertions in the statements of matters in this respect, nor led evidence to show that our assumption was wrong we are justified in presuming that there was no fall in the market in respect of these particular shares and that therefore the loss that we have set out is correct.

The balance sheets of the two mills companies as at 31-3-1946 show that neither had enough surplus funds to enable them to make these two investments of Rs. 52,92,500 and Rs. 37,67,500 respectively. On the contrary, the result of these investments was that they were obliged to borrow large sums of money to enable them to carry on their own business (Exs. 487 & 506).

The yield on the investment of Rs. 52,92,500 by S.S.B. by way of dividends was only Rs. 5,46,250 during the period 31-3-1947 to 16-11-1951. And in the case of the investment of Rs. 37,67,500 by M.D.M. Co. the yield was only Rs. 3,93,875 during the same period. In the periods 1949-50 and 1950-51 Bennett Coleman and Co. did not declare any dividends.

Neither S.S.B. nor M.D.M. were companies whose business it was to deal in shares. The object clause No. 16, of the Memorandum of Association of the S.S.B. Mills provided that it could invest and deal with the moneys of the company not immediately required in such manner as may from time to time be determined. That of the M.D.M. Co. was similar. The clause is No. 3(H) and says that the company could invest its funds upon such securities as may from time to time be determined by the directors. It was therefore improper for these two mills companies to have made these investments in a private limited company, especially when that left them with no funds to carry on their own business without borrowing. If these mills companies had invested these moneys in any bank or other investments they could have earned, at the rate of 4-1/2 percent Rs. 11,02,725 in the case of the S.S.B. Mills and Rs. 7,84,925 in the case of the M.D.M. Co.

The loss that the two mills sustained by this shuffling of shares was of a capital nature. We have also shown that they sustained heavy losses due to the payments of compensation for terminating the Selling and Managing Agencies. Despite this the Liquidators of the two mills distributed to the shareholders, on 31-12-1952, sums of Rs. 53,65,248 and 35,72,356 respectively out of the surplus assets of the respective companies over and above the return of the paid-up capital (Exs. 487 & 506).

But for the losses of Rs. 33,92,500 and Rs. 23,97,500 the Companies, at the date of the liquidation on 31st December 1951, would have been left with correspondingly higher reserves and profits which would have been distributable to shareholders as surplus assets. The scheme of Section 2(6A) (C) of the Indian Income-tax Act, 1922 (prior to its amendment in 1955) was to tax the "accumulated profits" of the six years immediately

preceding the year of liquidation, and therefore the aforesaid losses, having been debited in the year of liquidation, could not have reduced the accumulated profits of the six preceding years. Nor would the accumulated profits have been reduced because the losses were of capital nature. But if the losses had not been debited, the reserves when distributed would have become assessable in the hands of such of the shareholders of S.S.B. and M.D.M. as were regarded as dealers in securities, and these would have increased their "business profits" even if they did not fall to be assessed under the said section 2(6A)(C) of the Indian Income-tax Act, 1922. Thus, if the said sums of Rs. 33,92,500 and Rs. 23,97,500 been available for distribution, they would have correspondingly increased the taxable "business profits" or reduced the admissible "business losses" in the hands of the shareholders other than M.D.M. Co. Ltd. In that case, the non-taxable dividends would have been received by these shareholders with consequent reduction of their income-tax liability as indicated below :—

S. S. B. Mill (Exs. 487 and 491)

Shareholders	Holdings	Non-taxable dividend	Tax payable on non-taxable dividend as 'Business profits'
		Rs.	Rs.
L.E.S.C.O.	18,700 C. Shares	7,38,794	2,94,940
D.C.P.M.	53,792 C. Shares	21,25,199	9,62,476
	91,702 D. Shares	90,574	
		22,15,773	
D.D.C.	2,700 C. Shares	1,06,671	43,085
B.U.A.	20 C. Shares	790	333
			13,00,834

Note :—The sum of Rs. 33,92,500 out of the Reserves and profits would have been distributed to the shareholders as non-taxable dividend on liquidation on the two classes of shares of the company (in proportion to their total paid-up value) as below :

	Rs.	
(i) On 82,036 Conversion shares (of Rs. 100 each)	33,92,500X	82,03,600
		85,84,394
(ii) On 1,52,319 Defd. shares (of Rs. 2/8/-each)	33,92,500X	3,80,798
		85,84,94

M.D.M. Co. Ltd.

Shareholders	Holdings	Non-taxable dividend	Tax payable on non-taxable dividend as 'Business Profit'
		Rs.	Rs.
L.E.S.C.O.	5,200 C. Shares	4,14,420	1,65,444
D.C.P.M.	23,128 C. Shares	18,43,213	8,23,577
	13,248 D. Shares	52,791	
		18,96,004	9,89,021

Note :—The sum of Rs. 23,97,500 out of the reserves and profits would have been distributed to the shareholders as non-taxable dividend on liquidation of the two classes of shares of the company (in proportion to their total paid-up value) as below :—

	Rs.	
(i) On 28,328 Conversion shares (Rs. 100 each)	23,97,500X	28,32,800
		30,08,300
(ii) On 35,100 Defd. Shares (Rs. 5 each)	23,97,500X	1,75,500
		30,08,300

It is thus apparent that the total evasion of income-tax liability was about Rs. 13,00,834 in the case of the S.S.B. Mills and about Rs. 9,89,021 in the case of M.D.M. Co. Ltd. The major portion of this would have gone to R. Dalmia.

Chapter X—Responsibility

BENNETT COLEMAN SHARES

The statement of matters about this was served on R. Dalmia, J. Dalmia, Shanti Prasad Jain, Shital Prasad Jain, Shriyans Prasad Jain, B. L. Raizada, G. L. Chokhani, R. L. Choridia, V. H. Dalmia and J. P. Jain.

R. Dalmia, Shital Prasad Jain and J. P. Jain did not send any reply. G. L. Ghokhani and B. L. Choridia in their replies challenged the statements of matters only on legal and technical groups.

Shanti Prasad Jain and J. Dalmia raised the following contentions in their written statements:

"It is not correct to say that the yield on the said investment of Rs. 52,92,500 in the case of the S.S.B. Mills Ltd., and Rs. 37,67,500 in the case of the M.D.M. Co. Ltd., was only Rs. 5,42,250 and Rs. 3,93,875 during the period from 31st March 1947 to 16th November 1951. It may be pointed out that the said 9,500 and 6,950 Preference shares of Bennett Coleman & Co. Ltd., purchased by S.S.B. Mills Ltd., and M.D.M. Co. Ltd., were Cumulative Preference Shares and dividend did accrue when not paid. It is denied that there was a loss of interest to S.S.B. Mills Ltd. and M.D.M. Co. Ltd., It is contended that the entire basis of the allegations regarding the

alleged loss of interest and the approach of the Commission in respect of this matter is erroneous. . . . It is denied that the loss of Rs. 33,92,500 in the case of S.S.B. Mills Ltd., and Rs. 23,97,500 in the case of M.D.M.C. Ltd., were rendered possible, because the D. J. Group was in control of S.S.B. Mills Ltd., M.D.M. Co. Ltd., D.C.P.M. and Jaipur Traders Ltd. It is submitted that the said loss was caused because of the fall in the prices of the shares which was occasioned due to steep fall between 1946 and 1951. The sale of these shares which also took place long after 31st May 1948, when D. J. Group ceased to exist, cannot be put forward as an example of any alleged pattern of the D.J. Group."

They have further stated that the said investments were good and sound and were made for prices which were fair and proper having regard to the financial position of Bennett Coleman & Co. Ltd., and the yield on the said investments. They further contended that they were not concerned with or responsible for the alleged evasion of Income-tax liability.

In his evidence before the Commission Shanti Prasad Jain said that the Preference Shares of Bennett Coleman & Co. Ltd., were worth the price paid for them by S.S.B. Mills Ltd., as he had since ascertained from enquiries. Also while the price paid by S.S.B. Mills Ltd., for these shares was Rs. 557 per share, that paid to the Europeans who sold these shares, was Rs. 580.

Counsel for Shanti Prasad Jain, therefore, contended that the price at which the shares of Bennett Coleman & Co. Ltd. were purchased by the mill companies was reasonable; and as regards the big loss arising from the subsequent sale, it was submitted that since the sale took place after the date of dissolution, his client was not responsible for that.

Shriyans Prasad Jain has also submitted his reply on the same lines.

B. L. Raizada has stated as under in his reply:

"I do not remember to have been consulted in regard to this investment because investment in shares or otherwise were done by directors in Bombay who were more in touch with day-to-day fluctuations in shares or by persons who were in real control of the affairs of the company."

V. H. Dalmia has stated that he has nothing to add to the explanation given by Shanti Prasad Jain.

From all that has been set out above, it is evident that all this was rendered possible because the D. J. Group and later R. Dalmia was in overall control of the companies concerned. Most of the directors were close relatives and/or employees of the concerns under the control of the D. J. Group and later of R. Dalmia, and they were not in a position to act independently.

The investments, complained of, were made in or about December 1946. We are of opinion that they were improper for the reasons that we have given. The directors at that time were:

Shanti Prasad Jain
J. Dalmia
V. H. Dalmia
Shriyans Prasad Jain
G. L. Chokhani, and
J. P. Jain

In our opinion they ought to have looked into this matter and should not have allowed the purchases. We find it impossible

to justify questionable investments that did not leave enough money in the mills to carry on their day to day business.

The sales were effected in 1951. At that date all but G. L. Chokhani and dropped out and he was then only a director of M.D.M. Co. The interval of time between the purchases and the sale is too great to justify an inference that those who were directors at the date of the purchases knew what was going to happen to the shares five years later, so we absolve them from responsibility for the sales. But G. L. Chokhani cannot be absolved.

R. Dalmia was, however, the one really responsible for both the purchases and the sales.

In our opinion the purchases and the sale were both in disregard of honest commercial practice.

APPENDIX X. 14

COVERAGE OF THE VIVIAN BOSE COMMISSION REPORT IN THE PRESS

The Vivian Bose Commission was appointed in December 1956 under the Commission of Inquiries Act, 1952 to enquire into the malpractices prevailing in the companies collectively known at that time as the Dalmia-Jain Group. The Commission's report, which was presented to Parliament on January 23, 1963, held the Dalmia-Jain Group guilty of fraud, manipulation of accounts, personal gain at the expense of the investor as well as the exchequer and avoidance of taxes.

There have been allegations that there was a concerted attempt to prevent a proper summary of the report of the Vivian Bose Commission from being published in the Press. It has been possible to locate only two papers to assess the coverage of the report in newspapers at the time. While the *Statesman* of January 24, 1963 carried a report by its special Representative, the *Hindu* of January 25, 1963 carried a PTI report.

The *Statesman* story starts on the front page and is carried inside to the seventh page and appears to have given fairly extensive coverage to the report. It runs into about 1300 words. The 700-word PTI report carried in the *Hindu* has about half the wordage of the *Statesman* story and was carried on page 10 of the paper.

There is a striking commission in the PTI story. While the *Statesman* story clearly mentions that five top industrialists, belonging to the Dalmia-Jain group were held responsible for fraud, manipulation of accounts, personal gain at the expense of the investor as well as the exchequer and avoidance of taxes and gives their names (Shri Ram Krishan Dalmia, Shri Shanti Prasad Jain, Shri J. Dalmia, Shri Shriyans Prasad Jain and Shri Shital Prasad Jain), the PTI story says only that Shri R. Dalmia has been held responsible for every malpractice that the Commission dealt with. It makes no reference to the fact that Shri Shanti Prasad Jain, Shri J. Dalmia, Shri Shriyans Prasad Jain and Shri Shital Prasad Jain were also held responsible for fraudulent transactions etc. The only reference to Shri Shanti Prasad Jain and Shri J. Dalmia in the PTI story is that, "Even counsel for Shanti Prasad Jain and J. Dalmia threw the whole blame on him (Shri R. Dalmia) towards the end of the arguments when the cogency of fact piled upon fact left little room for serious denial".

The PTI story made only general reference to the improper use of funds and abuse of control in the Sahu-Jain group of companies but did not give any indication of the quantum of defalcation indulged in by the persons controlling these companies, to which there are several references in the *Statesman* story.

News items carried in the *Statesman* and the *Hindu* follow :

THE STATESMAN, 24 JANUARY, 1963

GRAVE CHARGES AGAINST BIG BUSINESS GROUP

PARLIAMENT GIVEN INQUIRY REPORT (FROM OUR SPECIAL REPRESENTATIVE)

NEW DELHI, Wednesday.—Five of India's top industrialists, collectively known as the Dalmia-Jain Group, have been held responsible for fraud, manipulation of accounts, personal gain at the expense of the investor as well as the Exchequer and avoidance of taxes.

In its report presented to Parliament today the Commission headed by Mr. Justice Vivian Bose, a former Supreme Court Judge, which inquired into the affairs of nine of the companies of the Group, the largest share of blame for the malpractices discovered by it has been allotted to Ram Krishna Dalmia, who is already in jail after conviction in another case.

Next to Ram Krishna Dalmia—whom the Commission describes as the “master-mind behind all the various malpractices” the Commission attributes responsibility to Mr. Shanti Prasad Jain.

Describing Mr. Jain as the “key man, second only to R. Dalmia”, the Commission has enumerated at least four fraudulent transactions with which Mr. Jain “was actively associated”.

Mr. J. Dalmia, a brother of R. Dalmia, Mr. Shriyans Prasad Jain, a brother of Mr. Shanti Prasad Jain, and their nephew, Mr. Shital Prasad Jain, have also been held responsible the first two for fraudulent action, and the last for “most of the manipulations”.

The Commission records, however, that Mr. J. Dalmia had been described as the “biggest dummy of them all”.

FIVE YEARS OF PROBING

Appointed in 1956 under the Commission of inquiries Act, the Commission laboured for more than five years to unravel the working of the Group which it has now set out in 800 pages.

The Commission has described how its work was impeded by frequent petitions to the High Court and the Supreme Court, by the refusal or failure of people to give evidence, and by the destruction of books and records.

At one place the Commission comments :

“Evidence that would have been material was deliberately withheld, and most of our efforts to get at the truth were successfully foiled”.

In a catalogue of its findings, under the caption “abuse of Control”, the Commission says that the funds of public companies, banks and insurance companies were improperly used by the Dalmia-Jain Group to buy shares of other companies with large accumulated resources to obtain control over them.

“We are aware”, the Commission says, “that this is frequently done in the commercial world and we are not questioning the practice as such. But in the companies that we are examining this was done for improper ends. In these cases it was the public companies that suffered and the investing public along with them.”

The Commission points out that several companies in which public had invested their money were made to give loans and advances without security and at low rates of interest to not only companies in which the Group or Ram Krishna Dalmia was interested, but also to R. Dalmia personally. The debts outstanding against Dalmia increased in a “rising crescendo” year by year, the Commission says,

“Loans and advances running into many crores of rupees were outstanding against the companies of the Group, the financial position of some of which was unsound.”

Another way in which the investing public lost, according to the Commission was the improper transfer of assets from one company to another.

“In some cases we found the same block of shares appearing as assets in the balance-sheets of one company and within a few months, by mere book entry, they appeared as assets in the balance-sheet of other companies”, it said.

DEVICE OF LIQUIDATION

After describing in detail the circumstances in which, at least five Dalmia-Jain companies were voluntarily liquidated the Commission has shown how this device was used to make improper gains at the cost of the public.

“After the public companies were squeezed dry” it says, “the husks were discarded and destroyed. The favourite method was to bring the companies to voluntary liquidation, appoint a willing liquidator who fell in with the scheme, get a scheme of arrangements sanctioned by courts, hand over all the assets and records and books to a purely R. Dalmia concern in which the Directors were the tools of R. Dalmia and then to get the transferee company to destroy the books and records so that traces of the frauds and manipulations were destroyed.”

In this connection, the Commission has censured the conduct of two liquidators, Mr. C.P. Lal and Mr. R.P. Agarwal.

It has also pointed out that at least one of the auditors of the Dalmia-Jain companies, Mr. P.S. Sodhbans, was “dishonest” and his auditing helped the fraudulent practices.

PROFITABLE DISMISSALS

The Commission has also disclosed that R. Dalmia and his Group often tried to enrich themselves by not only appointing their concerns as selling and managing agencies of public companies, but also by deliberate and premature termination of these agencies which enabled them to obtain heavy compensation.

In one case a managing agency, due to last 20 years, was terminated within 16 days and compensation exceeding Rs.1.19 crores was paid. The pattern was repeated again and again.

This pattern was varied slightly in the case of Mr. Shriyans Prasad Jain who was appointed to a post in one of the concerns at a monthly remuneration of Rs. 9,400. The appointment was for 25 years, but it was terminated at the end of seven years, and Mr. Jain was paid Rs. 7 lakhs in compensation.

About manipulation, the Commission tersely records, "We have found a number of instances in which books of accounts, balance sheets, and profit and loss accounts were manipulated. We have dealt with them in detail in the various volumes that deal with various companies."

The Commission says that full advantage was taken by the manipulators of the fact that different companies had different financial years.

"Another abuse of control by the Group", the Commission says, "was not to declare dividends for the companies that made profits. This had the effect of depressing the value of shares and enabled R. Dalmia to purchase the shares at reduced rates and thus cause considerable loss to the investing public."

"Once a sufficiently large number of shares were acquired then dividends were declared and R. Dalmia reaped the profits. That happened in the case of all the companies with which we are dealing except Allenberry and the Lahore Electric Supply Company."

In considerable detail the Commission has set out numerous methods used by the companies of the Group to avoid income tax liability. These include manipulation of accounts, extinguishing of reserves and accumulated profit before taking the companies into liquidation; introduction of secret profits under cover of share money by allotting shares to fictitious persons, and transfer of assets and liabilities to companies taken into liquidation.

Similarly the Commission has given details of the purely personal gains amounting to more than Rs. 2.60 crores made by R. Dalmia as well as the gains by other partners of the Group by methods which the Commission holds fraudulent.

DISSOLUTION OF GROUP

The Commission has disbelieved the elaborate plea of Mr. Shanti Prasad Jain and others that the Dalmia-Jain Group was dissolved on May 31, 1948. But it concedes that in or about April, 1948 the members of the Group explored the possibility of reorganising themselves or effecting a dissolution by stages.

The Commission points out however, that the affairs of the Group were so "interlocked and complex because of black money; secret, undisclosed assets and undetermined income-tax liabilities that this was found not to be easy; and there were a series of long drawn-out discussions and conferences with lawyers, auditors and officers of their companies."

At the end of the report the Commission has recommended some changes in the existing Companies Act to curb some of the glaring malpractices revealed by the inquiry.

The PTI Story published in THE HINDU of Friday, January 25, 1963

DALMIA-JAIN COMPANIES

CHARGES HELD PROVED

REPORT PLACED IN PARLIAMENT

NEW DELHI, January 23.

The Vivian Bose Commission which inquired into the affairs of ten "Dalmia-Jain" Companies has disclosed in its report today that it had held Mr. R. Dalmia "responsible for

every malpractice that have dealt with, especially as he has not denied them in any verified written statement before."

"Even counsel for Shanti Prasad Jain and J. Dalmia threw the whole blame on him towards the end of the arguments when the cogency of fact piled upon fact left little room for serious denial."

The report of the Commission of inquiry running into 800 closely-printed pages was placed before the Parliament today.

The Commission of Inquiry with Mr. Justice S.R. Tendolkar as its Chairman was appointed by the Union Ministry of Finance on December 11, 1956 under the Commission of Inquiry Act to inquire into and report on the administration of nine companies. (The Commission for investigation.) After the death of Justice Tendolkar, Mr. Justice Vivian Bose was appointed as the Chairman in August, 1958. The other members of the Commission were : Mr. Justice V.R. Sen, Mr. N.R. Modi, Chartered Accountant, and Mr. S.C. Chaudhuri, Commissioner of Income Tax.

The affairs of the scheduled companies called for an investigation into their affairs over a 10 year period commencing from 1945.

Besides giving its findings on the management of these companies, the report also made a number of recommendations to the Government to remove deficiencies in the Companies Act.

In making its recommendations, the report said that "no law can provide absolute remedies to stop malpractices and a balance has to be achieved between attempting to stop malpractices and imposing fetters on honest businessmen, particularly when legislation can be defeated by human ingenuity, as unfortunately sometimes happens in such circumstances, the wrongdoer succeeds anyhow and the honest businessman is saddled with a considerable amount of technical difficulties."

IMPROPER USE OF FUNDS

The report said : "Our investigations disclose that the funds of public limited companies, banks and insurance companies were improperly used for buying shares of other companies with large accumulated resources and substantial liquid resources in order to obtain control over them. The S.S.B. Mills, M.D.M. Co., and L.E.S. Co. are pertinent examples.

"We are aware that this is frequently done in the Commercial world and we are not questioning the practice as such. But in the companies that we are examining this was done for improper ends. The object was to use the accumulated funds of these companies for the benefit of the D.J. Group or R. Dalmia, or for the benefit of the companies, some private, in which the group or R. Dalmia was interested. That again would not necessarily be improper. But in these cases it was always the public companies that suffered and the investing public along with them. The wrong lay in the fact that those who were in control wrested an improper advantage for themselves from the companies that they controlled and let the companies under their control suffer."

ABUSE OF CONTROL

The report gave several instances of abuse of control.

Companies in which the public had invested their money were made to give loans and advances without security and at

low rates of interest to the companies in which the group or R. Dalmia were interested, to the advantage of the latter and to the detriment of the former. In some cases large advantage were made to R. Dalmia personally.

Another abuse of control consisted in the improper transfer of the assets of one company to another with the object of benefiting the D.J. Group or R. Dalmia improperly and there by causing loss of the investing public.

Liquidation was another device. After the public were squeezed dry, the husks were discarded and destroyed. The favourite method was to bring the company to voluntary liquidation, appoint a willing liquidator who fell in with the scheme or arrangement sanctioned by the courts, hand over all the assets and records and books to a purely R. Dalmia concern in which the directors were the tools of R. Dalmia and then get the transferee company to destroy the books and records so that traces of the frauds and manipulations were destroyed.

Appendix X-15

Appointment of non-owner Members on the Board of Directors of Bennett Coleman & Co. Ltd., Bombay.

Following are extracts from the Interim Order passed by Justice J.L. Nain of the Bombay High Court, on 28th August, 1969, on a Petition filed by the Union of India :—

This is a petition filed by the Union of India under section 398 read with section 401 of the Companies Act, I of 1956. The 1st Respondent is a Company engaged in the business of publishing "The Times of India" group of newspapers, magazines and other publications (hereinafter for the sake of convenience referred to as "the Company"). The 2nd Respondent (Shri Shanti Prasad Jain) was at all material times the Chairman of the Board of Directors of the Company, and the 2nd, 3rd and 4th Respondents are the former Directors of the Company and are closely related to each other. The 5th Respondent is the General Manager and at all material times was a Manager of the Company. The 6th Respondent the wife of the 2nd Respondent and she and the 7th to 10th Respondents were appointed Directors of the Company in September, 1964 in place of the 2nd, 3rd and 4th Respondent who resigned in September, 1964. In 1964 there were two other Directors, namely, Sital Prasad Jain who resigned in July, 1964 and Shriyans Prasad Jain who resigned in April, 1964. With them, however, we are not concerned. In the petition there are serious allegations of malversation and misfeasance of the funds of the Company, more particularly against the 2nd Respondent. It is alleged that in September 1964, coming to know of certain proceedings intended to be instituted against them by the Union of India, the 2nd, 3rd and 4th Respondents resigned and appointed the 6th to 10th Respondents who, it is alleged, are merely the nominees of the 2nd, 3rd and 4th Respondents. The parties to this petition have informed me that the 7th Respondent has resigned. He and the 3rd Respondent have not appeared in these proceedings.

It is prayed in this petition that the 6th to 10th Respondents be removed from the Board of Directors of the Company and they and the 2nd, 3rd and 4th Respondents be restrained by an injunction of this Court from interfering with the affairs of the Company. It is further prayed that the 5th Respondent be removed from the employment of the Company and be restrained by an injunction from interfering with its affairs. It is also prayed that a Special Officer be appointed to manage

the Company and the Company be run through such officer. There is a general prayer for such relief as may be deemed just and proper. The Union of India does not aver in the petition that it is a member of the Company or its creditor. It purports to file the petition by virtue of section 401 of the Companies Act. There is no express prayer to the effect that if in the course of the proceedings it appears that any of the Respondents has misapplied or retained or become liable or accountable for any money or property of the Company or has been guilty of any misfeasance or breach of trust in relation to the Company, the Court may examine into the conduct of such person and compel him to repay or restore the money or property or any part thereof respectively or to contribute such sum to the assets of the Company by way of compensation as the Court thinks just.

A few of the material facts might be briefly stated. Prior to 1955 one Ramkrishna Dalmia was the Chairman of the Company and he and his group were the controlling shareholders of the Company. He is the father-in-law of the 2nd Respondent. In the year 1955 the controlling interest in the shareholding of the Company passed to the 2nd Respondent and his group and the 2nd Respondent became the Chairman of the Company. It is alleged in the petition that in or about July 1957, the 2nd Respondent instructed J.C. Jain, the then General Manager, P.K. Roy the then Business Manager, and P.L. Sati the Secretary of the Company that the purchases of the Company be falsely inflated both as to quantity and price and the difference between the actual value and the book value should be paid to him. He also directed that the sales by the Company of newsprint waste, plant, machinery and miscellaneous items and the sale price should either be not accounted for at all or be accounted for partly in the books of the Company and the unaccounted money should be passed on to him. He indicated that a sum of Rs. 50,000/- per month should be paid to him representing the money not accounted for in the books of the Company. It is alleged that from August 1957 to April 1963 under the instructions of the 2nd Respondent, these illegal transactions went on and unaccounted money was passed on by the subordinate staff to the superior staff and by the latter to the 2nd Respondent. It is alleged that during the above period sums aggregating to Rs. 17,13,625/30 nps. were paid by the staff to the 2nd Respondent as unaccounted money and were misappropriated by him. It appears that in the latter part of 1963, some representations were made to the late Mr. Jawaharlal Nehru, the then Prime Minister of India, about these acts of misversation and misfeasance and under his instructions the Central Government appointed an Inspector to investigate into the affairs of the Company from 1st January, 1955 to 11th April, 1963 and to report. As a result of his report, several proceedings were instituted by the Union of India inter alia against the 2nd, 3rd and 4th Respondents.

During the Course of the investigation by the Inspector appointed by the Government of India, several other alleged acts of malversation and misfeasance came to the notice of the Inspector such as :—

- (a) that the "sweeping waste" of the Company had been sold to Bombay Vyapar Ltd., a Company owned by one of the Directors on payment of Rs. 7,000/- a month in face of substantially higher offers from other parties and although the offers were accepted at Board's meetings, the agenda indicating them had been wrongfully removed from the records of the Company.
- (b) that a sum of Rs. 19,534.69 out of the un-accounted money was spent for the benefit of and under the orders of the 6th Respondent Mrs. Rama Jain, the wife of the 2nd Respondent, for purchase of airtickets, crockery, mangoes, cinema tickets and for "performance of pooja".
- (c) that sums aggregating to Rs. 2,20,802/- were alleged to have been paid in 1956 to Crosswords Pvt. Ltd. under an arrangement between the 2nd Respondent and his father-in-law Ramkrishna Dalmia, the former Chairman of the Company and that out of that amount, a sum of Rs. 1,20,802/- was not even credited in the books of account of Crosswords Pvt. Ltd.

- (d) that numerous payments set out in the petition were made out of the funds of the Company to persons connected with the 2nd, 3rd and 4th Respondents which were ostensibly not for the benefit of the Company;
- (e) that large amounts were lent by the Company at rates of interest much lower than the Company itself was paying to its bankers. These amounts were lent to other Companies in which the 2nd, 3rd and 4th Respondents were interested;
- (f) that Rs. 13,00,000/- of the Company's funds were invested in Jessop Pvt. Ltd. a company engaged in the manufacture of engineering goods and having nothing in common with the objects of the Company;
- (g) that in October 1955, the Company paid a sum of Rs. 26,63,710/- as arrears of dividends from 1948 to 1954 on preference shares to Bharat Union Agencies against a mandate from Ramkrishna Dalmia. For the purpose of making the above payment, Rs. 30,00,000/- were borrowed from Bharat Nidhi Ltd., a company controlled by the 2nd, 3rd and 4th Respondents;
- (h) that amounts due to the Company by the 2nd Respondent and his relations have been wiped out by false credit notes; and
- (i) that false travelling allowances have been claimed by and paid to the 2nd, 3rd and 4th Respondents.

The petition also contains several other allegations of falsification of accounts, or conversion of preference shares to equity shares and other acts of malversation and misfeasance.

It is also alleged that in September 1964 after coming to know that the Union of India were proposing to take certain proceedings against the 2nd, 3rd and 4th Respondents for their removal, with the help of antedated and thus forged documents the 2nd, 3rd and 4th Respondents resigned and brought in the 6th to 10th Respondents as Directors in their own place.

The petition was filed on or about 30th September 1964 before the Companies Tribunal. In the petition, several applications were made by the parties on both sides of the record and the orders thereon became the subject-matter of appeals by the 2nd Respondent and one appeal on the point whether the petition was properly verified or not went right up to the Supreme Court resulting in considerable delay in the hearing of the petition. The hearing before the Companies Tribunal went on continually for about 50 days until the Companies Tribunal was abolished in the year 1967 and the hearing of the petition was transferred to this Court. In this Court evidence has been recorded for about 52 working days and in all 1358 pages of evidence have been recorded, viz., 652 pages by the Companies Tribunal and 706 pages more by this Court. The first witness is still in the box and the hearing and final disposal of the petition is likely to take a few months.

At this stage, the Respondents stated to me that if without admitting any of the allegations contained against them or against any of them in the petition, if without giving any finding on any of the issues framed by the Companies Tribunal and without prejudice to their rights and contentions in any pending proceedings instituted by the Special Police Establishment against some of them, and in the proceedings under various taxation laws instituted by the Government of India against some of them, or in any other proceedings, the court made any orders with a view to prevent or render impossible the affairs of the company being conducted in a manner prejudicial

to public interest or in a manner prejudicial to the interest of the Company or with a view to nullify the effect of any change in the management and control of the Company and as a result of which it is likely that the affairs of the Company will be conducted in a manner prejudicial to public interest or in a manner prejudicial to the interests of the Company as is alleged in the petition, they would submit to the orders of the Court without any objection. This submission was made by the other Respondents on 14th August 1969 and by the 1st Respondent today. The 2nd Respondent went further and stated that he would not only submit to the orders of the Court without any objection, but would consent to such orders being passed whatever be the nature of the orders. I do not see any substantial difference between merely submitting to the orders of the Court and in addition to consenting to them. I am merely indicating the desire of the 2nd Respondent that such orders be passed. On the Respondents so stating to the Court, Mr. P.P. Khambhatta on behalf of the Petitioners also stated that the petitioners would have no objection to the Court passing such orders without going into the allegations contained in the petitions and arriving at findings on the issues framed by the Companies Tribunal. He also stated that the Union of India also submitted to the orders of the Court. This was on 14th August 1969.

In view of the foregoing statements on behalf of the parties, I am of the view that no useful purpose will be served by prolonging this inquiry any further and in the circumstances the best thing would be to pass such orders on the assumption that the allegations made by the Petitioners against the Respondents that at the material time the affairs of the company were being conducted in a manner prejudicial to public interest and to the interests of the Company and that a material change in the Board of Directors has taken place and it is likely that the affairs of the Company would be conducted in the manner prejudicial to public interest and to the interests of the Company are correct and that the conditions prescribed by section 398 of the Companies Act which would give jurisdiction to the Court to make appropriate orders under section 402 had arisen and existed. This would lead to saving of much public time and expense and will also not prejudice the Respondents in any other proceedings instituted against some of them by the Petitioners with which this Court is not concerned and will enable the Court to pass adequate orders for prevention of mismanagement under Chapter VI of the Companies Act, 1956....

With regard to the reconstitution of the Board, I am of the view that the Board of Directors should consist of 9 to 11 persons and that Respondents No. 8, 9 and 10 be continued on the reconstituted Board of Directors as representatives of the shareholders who will retire in accordance with the Articles of Association of the Company and would be eligible for re-election. Three Directors shall be appointed by the Central Government.... I am further of the view that 3 to 5 more Directors should be appointed by the Court. This will give a preponderating and effective majority to the Directors appointed by the Court and the Government over the shareholders' Directors....

The period of operation of the reconstitution of the Board shall be seven years from the date of this order.

To give effect to these observations and otherwise, it is necessary to alter the Articles of Association of the Company for the period of seven years, I, therefore, order that the Articles of Association of the Company shall stand modified in the manner provided in the *Schedule to this order....

* The Schedule inter alia provide for appointment of the following persons on the reconstituted Board of Directors;

The allegations of malversation and misfeasance and embezzlement of the funds of the Company made against the past Directors and Mrs. Rama Jain are indeed serious and I am of the view that these persons should be disqualified from becoming the Directors of the Company again. I, therefore, hereby order and restrain by an injunction (1) Shanti Prasad Jain, (2) Gian Chand Jain, (3) Alok Prakash Jain and (4) Mrs. Rama Jain from interfering with or intermeddling in the affairs of the Company and its conduct and management.

I order that the costs of petitioners of these proceedings shall be borne and paid by the 2nd Respondent...

Nominees of the Company

1. Dr. L.M. Singhvi
2. Shri Narendra Kumar
3. Shri Mouli Chand Sharma

Nominees of the Government

4. Dr. R.K. Hazari
5. Shri S.M. Kumaramangalam
6. Shri H.M. Trivedi

Nominees of the Bombay High Court

7. Shri Kantilal T. Desai (Chairman)
8. Shri S.M. Dahanukar
9. Shri Kaikhushru S. Engineer.
10. Shri G.V. Desai.

APPENDIX X.16

BULKY ISSUES AND CIRCULATION

A survey was conducted from August to October, 1980 to find out if some newspapers deliberately increase the print order for bulky issues carrying a high proportion of advertisements with a view to disposing of part of the supply as waste paper and to claim increased circulation to attract higher advertisement tariff. The survey covered 11 dailies listed below :

1. The Hindustan Times, New Delhi
2. Indian Express, Bombay
3. Indian Express, Delhi
4. Indian Express, Madras
5. Indian Express, Madurai
6. Indian Express, Bangalore
7. Indian Express, Cochin
8. Indian Express, Vijayawada
9. Indian Express, Hyderabad
10. The Statesman, Calcutta
11. The Statesman, Delhi

It was found that the circulation was generally more on Sundays and on days like Independence Day when people knew in advance that a bumper issue is coming out. But there was no increase in circulation on other days when the number of pages was more than normal. The findings in respect of different newspapers are as follows :

1. HINDUSTAN TIMES

AUGUST

Pages

- | | |
|-------------------------------------|----|
| (1) On week days | 12 |
| (2) Sundays | 24 |
| (3) On August 15 and 20 (Week days) | 20 |

Advertising

- | | |
|---------------------------------|-----------------|
| (1) On week days | 79—81 col. cms. |
| (2) Sundays | 91—94 „ |
| (3) (a) On August 15 (week day) | 89.50 „ |
| (b) On August 20 (week day) | 107 „ |

Circulation

- | | |
|----------------------|---------------------|
| (1) On week days | 2,61,000—2,67,000 |
| (2) Sundays | 3,34,000—3,41,000 |
| (3) August 15 and 20 | 3,33,000 & 2,64,000 |

SEPTEMBER

Pages

- | | |
|-------------------------------------|-------|
| (1) On week days | 14—16 |
| (2) 2 Sundays (September 21 and 28) | 20 |
| (3) 2 Sundays (September 7 and 14) | 24 |
| (4) On 4 week days | 20 |

Advertising

- | | |
|-----------------------------|----------------|
| (1) On week days | 63—85 col. cms |
| (2) On 2 Sundays (20 pages) | 87 „ |
| (3) On 2 Sundays (24 pages) | 92—93 „ |
| (4) On 4 week days | 102—104 „ |

Circulation

- | | |
|-----------------------------|---------------------|
| (1) On week days | 2,59,000—2,77,000 |
| (2) On 2 Sundays (20 pages) | 3,39,000 & 3,52,000 |
| (3) On 2 Sundays (24 pages) | 3,44,000 & 3,45,000 |
| (4) On 4 week days | 2,58,000—2,77,000 |

OCTOBER

Pages

- | | |
|--------------------|----|
| (1) On week days | 16 |
| (2) Sundays | 20 |
| (3) On 6 week days | 24 |

Advertising

- | | |
|--------------------|-----------------|
| (1) On week days | 78—81 Col. cms. |
| (2) Sundays | 87—92 „ |
| (3) On 6 week days | 130—134 „ |

Circulation

- | | |
|--------------------|-------------------|
| (1) On week days | 2,48,000—2,59,000 |
| (2) Sundays | 3,29,000—3,34,000 |
| (3) On 6 week days | 2,54,000—2,60,000 |

2. INDIAN EXPRESS, BOMBAY

AUGUST

<i>Pages</i>	
(1) On week days	12
(2) On some other week days	14—16
(3) On Sundays	16

Advertising

(1) On week days	43—53 per cent
(2) On some other week days (14—16 pages)	56—82 per cent
(3) On Sundays	56—71 „

Circulation

(1) On week days	1,42,000—1,46,000
(2) On some other week days (14—16 pages)	1,42,000—1,46,000
(3) On Sundays	1,84,000—1,90,000

SEPTEMBER

Pages

(1) Usual on week days	12
(2) On some other week days	14—16
(3) On one week day (Sept. 27)	22
(4) On Sundays	16—18

Advertising

(1) On week days	45—64 per cent
(2) On some other week days (14—16 pages)	63—83 „
(3) On one day (Sept. 27)	119 „
(4) On Sundays	63—88 „

Circulation

(1) On week days	1,40,000—1,42,000
(2) On some other week days (14—16 pages)	1,40,000—1,42,000
(3) On one week day (Sept. 27)	1,40,000
(4) On Sundays	1,84,000—1,85,000

OCTOBER

Pages

(1) Usual on week days	16
(2) On 3 week days	12
(3) On one week day (Oct. 18)	20
(4) On Sundays	20

Advertising

(1) On week days	77—88 per cent
(2) On 3 week days (12 pages)	54—56 „
(3) On one week day (Oct. 18)	109 „
(4) On Sundays	86—90 „

(On October 27, the number of pages was 16 but advertising content increased to 117 cols.)

Circulation

(1) On week days	1,35,000—2,37,000
(2) On 3 week days (12 pages)	1,40,000—1,81,000
(3) On one week day (Oct. 18)	1,54,000
(4) On Sundays	1,84,000—1,99,000

According to the publisher, its circulation during October showed abnormal increase due to the closure of Times of India in this month.

3. INDIAN EXPRESS, DELHI

AUGUST

<i>Pages</i>	
(1) On week days	12
(2) On August 15	16
(3) On August 16	12
(4) On Sundays	16

Advertising

(1) On week days	23—55 per cent
(2) On August 15	69.5 „
(3) On August 16	35 „
(4) On Sundays	28—41 „

Circulation

(1) On week days	1,21,000—1,22,000
(2) On August 15	1,46,000
(3) On August 16	1,93,000
(4) On Sundays	1,47,000—1,49,000

SEPTEMBER

Pages

(1) On week days	12
(2) On Sundays	16

Advertising

(1) On week days	26—55 per cent
(2) On Sundays	41—55 „

Circulation

(1) On week days	1,20,000—1,25,000
(2) On Sundays	1,39,000—1,49,000

OCTOBER

Pages

(1) Usual on week days	12
(2) On October 3 (Friday)	16
(3) On October 6 (Monday)	16
(4) On October 11	16
(5) On Sundays	16

Advertising

(1) On week days	37—59 per cent
(2) On October 3 (Friday)	77 „
(3) On October 6 (Monday)	52 „
(4) On October 11	81 „
(5) On Sundays	45—58 „

Circulation

(1) On week days	1,11,000—1,18,000
(2) On October 3 (Friday)	1,18,000
(3) On October 6 (Monday)	1,16,000
(4) On October 11	1,15,000
(5) On Sundays	1,28,000—1,35,000

4. INDIAN EXPRESS, MADRAS

AUGUST

Pages

(1) On week days	12—16
(2) On August 15 (Friday)	22
(3) On Sundays	16—18

Advertising

(1) On week days	44—67 per cent
(2) On August 15 (Friday)	69 „
(3) On Sundays	27—39 „

Circulation

(1) On week days	47,000
(2) On August 15 (Friday)	47,000
(3) On Sundays	57,000

SEPTEMBER

Pages

(1) On week days	14—16
(2) On one week day	22
(3) On 2 Sundays	16
(4) On 2 Sundays	18

Advertising

(1) On week days	49—66 per cent
(2) On one week day (22 pages)	63 „
(3) On 2 Sundays (16 pages)	34—35 „
(4) On 2 Sundays (18 pages)	41—42 „

Circulation

(1) On week days	47,000
(2) On one week day (22 pages)	47,000
(3) On 2 Sundays (16 pages)	57,000—63,000
(4) On 2 Sundays (18 pages)	57,000

OCTOBER

Pages

(1) Usual on week days	16—18
(2) On one week day (October 4)	24
(3) On one week day (October 18)	28
(4) On Sundays	18—26

Advertising

(1) On week days	46—67 per cent
(2) On one week day (October 4)	63 „
(3) On one week day (October 18)	58 „
(4) On Sundays	38—53 „

Circulation

(1) On week days	47,000
(2) On one week day (October 4)	47,000
(3) On one week day (October 18)	57,000
(4) On Sundays	57,000

N.B. : During October, there was no issue on the third Sunday (October 19) of any of the southern editions of Indian Express. Instead, the Saturday (October 18) issue contained the magazine section.

5. INDIAN EXPRESS, MADURAI

AUGUST

Pages

(1) On week days	12—16
(2) On one week day	20
(3) On Sundays	16

Advertising

(1) On week days	54—71 per cent
(2) On one week day (20 pages)	74 „
(3) On Sundays	29—40 „

Circulation

(1) On week day	42,000
(2) On one week day (20 pages)	42,000
(3) On Sundays	45,000

SEPTEMBER

Pages

(1) Usual on week days	14—16
(2) On one week day	20
(3) On one week day	22
(4) On Sundays	16—18

Advertising

(1) On week days	57—71 per cent
(2) On one week day (20 pages)	70 „
(3) On one week day (22 pages)	71 „
(4) On Sundays	28—45 „

Circulation

(1) On week days	41,000
(2) On one week day (20 pages)	41,000
(3) On one week day (22 pages)	41,000
(4) On Sundays	44,000—46,000

OCTOBER

Pages

(1) On week days	12—16
(2) On one week day	20
(3) On one week day	24
(4) On Sundays	16—22

Advertising

(1) On week days	53—69 per cent
(2) On one week day (20 pages)	72 „
(3) On one week day (24 pages)	60 „
(4) On Sundays	39—52 „

Circulation

(1) On week days	41,000
(2) On one week day (20 pages)	41,000
(3) On one week day (24 pages)	44,000
(4) On Sundays	44,000

No issue on Sunday, October 19.

6. INDIAN EXPRESS, BANGALORE

AUGUST

Pages

(1) Usual on week days	12—16
(2) On one week day	20
(3) On Sundays	16

Advertising

(1) On week days	58—71 per cent
(2) On one week day (22 pages)	78 „
(3) On Sundays	39—46 „

Circulation

(1) On week days	66,000
(2) On one week day	68,000
(3) On Sundays	72,000

SEPTEMBER

Pages

(1) On week days	14—16
(2) On one week day	22
(3) On Sundays	16—18

Advertising

(1) On week days	54—71 per cent
(2) On one week day (22 pages)	78 „
(3) On Sundays	43—54 „

Circulation

(1) On week days	65,000—66,000
(2) On one week day (22 pages)	65,000
(3) On Sundays	71,000—78,000

OCTOBER

Pages

(1) On week days	16—18
(2) On one week day (22 pages)	28
(3) On Sundays	18—24

Advertising

(1) On week days	60—72 per cent
(2) On one week day (22 pages)	65 „
(3) On Sundays	47—58 „

Circulation

(1) On week days	64,000—65,000
(2) On one week day (28 pages)	70,000
(3) On Sundays	70,000—71,000

7. INDIAN EXPRESS, COCHIN

AUGUST

Pages

(1) Usual on week days	14—16
(2) On Sundays	16—18

Advertising

(1) On week days	57—72 per cent
(2) On Sundays	34—44 „

Circulation

(1) On week days	59,000—68,000
(2) On Sundays	74,000

SEPTEMBER

Pages

(1) Usual on week days	12—16
(2) On one week day (20 pages)	20
(3) On Sundays	16

Advertising

(1) On week days	45—72 per cent
(2) On one week day (20 pages)	71 „
(3) On Sundays	31—47 „

Circulation

(1) On week days	67,000—68,000
(2) On one week day (20 pages)	67,000
(3) On Sundays	74,000—75,000

OCTOBER

Pages

(1) On week days	14—16
(2) On one week day	24
(3) On Sundays	16—20

Advertising

(1) On week days	45—77 per cent
(2) On one week day (24 pages)	60 „
(3) On Sundays	46—54 „

Circulation

(1) On week days	66,000—68,000
(2) On one week day (24 pages)	69,000
(3) On Sundays	73,000—74,000

8. INDIAN EXPRESS, VIJAYAWADA

AUGUST

Pages

(1) On week days	10—16
(2) On Sundays	14—16

Advertising

(1) On week days	51—70 per cent
(2) On Sundays	33—42 „

Circulation

(1) On week days	33,000—34,000
(2) On Sundays	40,000

SEPTEMBER

Pages

(1) On week days	12—16
(2) On Sundays	14—16

Advertising

(1) On week days	53—70 per cent
(2) On Sundays	33—46 „

Circulation

(1) On week days	32,000—33,000
(2) On Sundays	39,000—40,000

OCTOBER

Pages

(1) Usual on week days	16
(2) On one week day	24
(3) On Sundays	16—18

Advertising

(1) On week days	46—71 per cent
(2) On one week day (24 pages)	56 „
(3) On Sundays	41—54 „

Circulation

(1) On week days	33,000
(2) On one week day (24 pages)	38,000
(3) On Sundays	39,000—40,000

9. INDIAN EXPRESS, HYDERABAD

AUGUST

Pages

(1) On week days	12—16
(2) On Sundays	16—18

Advertising

(1) On week days	53—74 per cent
(2) On Sundays	40—43 „

Circulation

(1) On week days	23,000—24,000
(2) On Sundays	24,000—25,000

SEPTEMBER

Pages

(1) On week days	14—16
(2) On one week day	20
(3) On Sundays	16—18

Advertising

(1) On week days	56—72 per cent
(2) On one week day (20 pages)	72 „
(3) On Sundays	39—45 „

Circulation

(1) On week days	25,000
(2) On one week day (20 pages)	25,000
(3) On Sundays	26,000

OCTOBER

Pages

(1) Usual on week days	16
(2) On one week day	26
(3) On Sundays	18—24

Advertising

(1) On week days	56—75 per cent
(2) On one week day (26 pages)	62 „
(3) On Sundays	38—59 „

Circulation

(1) On week days	24,000—25,000
(2) On one week day (26 pages)	26,000
(3) On Sundays	25,000—26,000

10. STATESMAN, CALCUTTA

AUGUST

<i>Pages</i>	
(1) On week days	12—16
(2) On August 15	16
(3) On 2 Sundays	12
(4) On 3 Sundays	16

Advertising

(1) On week days	57—69 per cent
(2) On August 15	70 „
(3) On 2 Sundays (12 pages)	60 „
(4) On 3 Sundays (16 pages)	55—69 „

Circulation

(1) On week days	1,93,000—2,17,000
(2) On August 15	2,55,000
(3) On 2 Sundays (12 pages)	2,54,000
(4) On 3 Sundays (16 pages)	2,54,000—2,60,000

SEPTEMBER

<i>Pages</i>	
(1) On week days	12—16
(2) On 1 Sunday	14
(3) On 3 Sundays	16

Advertising

(1) On week days	61—70 per cent
(2) On 1 Sunday (14 pages)	67 „
(3) On 3 Sundays (16 pages)	57—70 „

Circulation

(1) On week days	1,72,000—2,52,000
(2) On 1 Sunday (14 pages)	2,59,000
(3) On 3 Sundays (16 pages)	2,53,000—2,62,000

OCTOBER

<i>Pages</i>	
(1) Usual on week days	16
(2) On October 2	16
(3) On 1 Sunday	12
(4) On 3 Sundays	16

Advertising

(1) On week days	60—71 per cent
(2) On October 2	70 „
(3) On 1 Sunday (12 pages)	60 „
(4) On 3 Sundays (16 pages)	56—69 „

Circulation

(1) On week days	1,98,000—2,84,000
(2) On October 2	2,07,000
(3) On 1 Sunday (12 pages)	3,08,000
(4) On 3 Sundays (16 pages)	2,59,000—2,64,000

11. STATESMAN, DELHI

AUGUST

<i>Pages</i>	
(1) On week days	10—14
(2) On August 15	16
(3) On 2 Sundays	14
(4) On 3 Sundays	10

Advertising

(1) On week days	41—53 per cent
(2) On August 15	52 „
(3) On 2 Sundays (14 pages)	46—51 „
(4) On 3 Sundays (10 pages)	40—49 „

Circulation

(1) On week days	29,000—31,000
(2) On August 15	34,000
(3) On 2 Sundays (14 pages)	33,000
(4) On 3 Sundays (10 pages)	31,000—32,000

SEPTEMBER

<i>Pages</i>	
(1) On week days	10—16
(2) On Sundays	12—14

Advertising

(1) On week days	42—59 per cent
(2) On Sundays	48—54 „

Circulation

(1) On week days	29,000—31,000
(2) On Sundays	32,000—35,000

OCTOBER

<i>Pages</i>	
(1) On week days	12—14
(2) On October 3	14
(3) On 2 Sundays	12
(4) On 2 Sundays	16

Advertising

(1) On week days	37—59 per cent
(2) On October 3	59 „
(3) On 2 Sundays (12 pages)	45—51 „
(4) On 2 Sundays (16 pages)	41—49 „

Circulation

(1) On week days	30,000—34,000
(2) On October 3	31,000
(3) On 2 Sundays (12 pages)	32,000—33,000
(4) On 2 Sundays (16 pages)	33,000—34,000

APPENDIX X.17

RUPERT MURDOCH'S ASSURANCES RE. LONDON
"TIMES"

("TIMES" London Jan. 28, 1981)

The Government has agreed to the transfer of Times Newspapers to Mr. Rupert Murdoch's News International without referring the merger to the Monopolies and Mergers Commission. But in clearing Mr. Murdoch to embark on securing within three weeks the agreement of the trade unions to his terms for taking over *The Times*, *The Sunday Times*

and the supplements, Mr. John Biffen, Secretary of State for Trade, has laid down eight stringent conditions.

Opening the emergency debate in the Commons yesterday on the question of referring the proposed purchase to the monopolies commission, Mr. Biffen told the House that the conditions

relating to editorial independence would be incorporated into the Articles of Association of the Times Newspapers companies and any change in the relevant articles would in future require his consent.

That requirement would be backed up by the sanctions provided for in the Fair Trading Act, 1973. In certain circumstances a breach of some of the conditions would be a criminal offence, liable, on conviction, to imprisonment or to a fine or to both.

The three-hour debate ended with the Commons approving the Government's decision by 281 votes to 239, a majority of 42 for allowing the transfer to go ahead.

The conditions laid down by the government are:

1. The newspapers are to be published as separate newspapers;

2. Future disposals are to be subject to the consent of a majority of the independent national directors of Times Newspapers Holdings Ltd.;

3. The number of independent directors is to be increased from four to six and the appointment of any independent national directors in the future is not to be made without the approval of the existing independent national directors;

4. Editors shall not be appointed nor dismissed without the approval of the majority of the independent national directors;

5. The editor of each newspaper shall retain control over any political comment published in his newspaper and, in particular shall not be subject to any restraint or inhibition in expressing opinion or in reporting news that might directly or indirectly conflict with the opinions or interests of any of the newspaper proprietors;

6. Instructions to journalists shall be given only by the editor or those to whom he has delegated authority;

7. Subject to any annual budget for editorial space and expenditure, the editor shall retain control over the appointment, disposition and dismissal of journalists on his newspaper and of all other content of his newspapers;

8. Disputes between the editors and the directors of the companies are to be settled by the independent national directors.

As Labour MPs and some Conservative backbenchers voiced their dismay at Mr. Biffen's decision not to refer the matter to the monopolies commission, the Secretary of State told the House that he faced the possibility that insistence on an investigation would risk closure of the *Times* titles, with 4,000 redundancies and the danger of permanent closure. After earnest consideration and to avoid disruption and uncertainty Mr. Biffen said he had concluded that he should give his consent to the transfer, subject to the conditions.

The British Secretary of State's statement on Murdoch's bid

The following is the text of a statement by Mr. John Biffen, Secretary of State for Trade, on the proposed purchase of *The Times*, *The Sunday Times* and three supplements by Mr. Rupert Murdoch.

Consent in a case of urgency to transfers of newspaper not economic as going concerns and intended to continue as separate newspapers,

Whereas:

1. News International Ltd. (NIL) is a newspaper proprietor whose newspapers have an average circulation per day of publication, calculated in accordance with section 57(3) of the Fair

Trading Act, 1973, amounting, with that of *The Times*, to 500,000 or more copies, and also amounting, with that of *The Sunday Times* to 500,000 or more copies;

2. *The Times* and *The Sunday Times* are newspapers of which the Thomson Organisation Limited is a newspaper proprietor;

3. The Secretary of State received on 23 January, 1981, an application for his consent to the transfer of each of *The Times* and *The Sunday Times* to NIL;

4. The Secretary of State is satisfied that neither *The Times* nor *The Sunday Times* is economic as a going concern and as a separate newspaper and that if, in each case, the newspaper in question is to continue as a separate newspaper the case is one of urgency;

Now, therefore, the Secretary of State, pursuant to section 58(3)(a) of the Fair Trading Act, 1973, hereby consents to the transfer of each of *The Times* and *The Sunday Times* from the Thomson Organisation Limited to NIL without requiring a report from the Monopolies and Mergers Commission under section 59 of that Act but subject to the following conditions:

1. Publication of the newspapers transferred shall be as separate newspapers.

2. NIL shall not without the consent of a majority of the independent national directors for the time being of Times Newspapers Holdings Limited (TNHL) do anything, or procure or permit anything to be done, which shall result in:

(i) NIL by reason of any transfer, ceasing to be a newspaper proprietor in relation to *The Times* or *The Sunday Times* or

(ii) either TNHL or Times Newspapers Limited (TNL) ceasing to be a subsidiary (within the meaning of Section 154 of the Companies Act, 1948) of NIL, or

(iii) TNL selling or otherwise disposing of any interest in *The Times* or *The Sunday Times*.

3. (a) Before either of the transfers to which this consent relates takes effect the Articles of Association of TNHL shall have been altered to give effect to the requirement set out below and a draft of the resolution so altering the Articles shall have been approved by the Secretary of State as giving effect to that requirement.

(b) The said requirement is that the number of independent national directors shall be increased from four to six and no person shall be appointed to or removed from the office of independent national director, including such additional persons, without the approval of the majority of the independent national directors at the time of the appointment or removal.

4. (a) Before either of the said transfers takes effect the Articles of Association of TNL shall have been altered to give effect to the requirements set out below and a draft of the resolution so altering its Articles shall have been approved by the Secretary of State as giving effect to these requirements.

(b) The said requirements are that:

(i) The Editor of *The Sunday Times* and the Editor of *The Times* ("the Editors") shall not be appointed or dismissed without the approval of the majority of the independent national directors of TNHL.

(ii) The Editor of each newspaper shall retain control over any political comment published in his newspaper and, in particular, shall not be subject to any restraint or inhibition in expressing opinion or in reporting news that might directly or indirectly conflict with the opinions or interest of any of the newspaper proprietors (within the meaning of Section 57 of the Fair Trading Act, 1973) of *The Times* or *The Sunday Times*.

(iii) Instructions to journalists shall be given only by the Editor or those to whom he has delegated authority.

(iv) Subject only to any annual budget for editorial space and expenditure determined by the directors of TNL, the Editor of each newspaper shall retain control over the appointment, disposition and dismissal of journalists on his newspaper and of all other content of his newspaper except that in the case of advertisements the Editor's rights may be limited to the right to refuse to publish any advertisement and where in his newspaper advertisements in general are, or any advertisement in particular is to appear;—

(v) Any dispute between the Editors, or either of them, and the Directors of TNL is to be referred to the independent national directors of TNHL or such one or more of the independent national directors as they may themselves determine; and their decision shall be final and binding.

5. The Articles of Association of TNHL and TNL after alteration to comply with the foregoing requirements shall not thereafter be altered in any way which affects, or which may affect, the operation of the said requirements except with the written consent of the Secretary of State.

John Biffen,
Secretary of State for Trade
27 January, 1981

APPENDIX X.18

THE OBSERVER: AGREEMENT ON EDITORIAL SAFEGUARDS AND INDEPENDENT DIRECTORS

Two news reports from the Financial Times, London of July 10, 1981, one with the heading "agreement reached on Observer" and the second with the heading "Biffen's tough series of editorial safeguards" are reproduced below:—

Agreement reached on Observer

LONRHO, the potential owner of The Observer, and the paper's management and editorial staff have agreed on five independent directors. Mr. John Biffen, Trade Secretary, told the Commons yesterday.

He announced the conditions he was attaching to the transfer, and stressed they were based on those earlier required for the sale of The Times and The Sunday Times of News International.

Mr. Biffen was signalling his consent to the transfer following the Monopolies and Mergers Commission's decision that it would not be against the public interest.

Mr. Biffen said: "On June 29, I informed the House that I had accepted the view of seven out of eight members of the group of the Monopolies and Mergers Commission and had decided that I should consent to the proposed transfer of The Observer to George Outram and Company Limited subject to conditions to safeguard editorial independence against a potential conflict of interest because of the extensive interests of Lonrho, Outram's parent company.

"However, I felt it right to defer reaching a final decision on the conditions to be attached until interested parties had had an opportunity to read the report and make representations.

"I have now concluded my consultations and have today issued my consent to the transfer a copy of which I have laid before the House.

"The formal conditions I have attached are based on Those attached to the transfer of the Times and The Sunday Times to News International Limited.

"The general effect of these conditions is that the Articles of Association of The Observer Limited will contain provisions securing the position of the editor in relation to the determination of the content the newspaper.

"They will further provide that he should not be subject to restraint in expressing opinion or reporting news that might conflict with the opinion or interests of the proprietors. His control over the journalist staff of the newspaper would be set out.

"The Articles would in addition provide for five independent directors, who would have the special responsibility for resolving any disputes on matters of editorial independence between the editor and the directors of The Observer Limited or its parent companies, including Lonrho.

"The consent of a majority of these directors would also be required for the appointment or dismissal of the editor and of the independent directors themselves.

"Other conditions will secure that these arrangements continue if the Observer were to be transferred within the Lonrho groups as a result of a company reorganisation; and provide for consultation with the board of Observer Limited, if Lonrho proposed to dispose of the Observer outside the group at a future date.

"As I said, there will be five independent directors. It was represented to me by several parties that the number of appointments recommended by the Monopolies and Mergers Commission—eight or nine was excessive and would result in an unwieldy board structure for The Observer. I agreed.

"I am pleased to tell the House that the new owners, the management, and the editorial staff have all agreed on four initial independent directors; and that those four shall select a fifth. My consent gives effect to this. The names are Mr. William Donaldson Clark, Sir Geoffrey Cox, Dame Rosemary Murray and Lord Windlesham.

"These conditions of my consent provide safeguards for the editorial independence of The Observer, while involving the Government in the minimum intervention in the newspaper's day-to-day affairs.

"I understand that the new owners, the management and the journalist staff have agreed on a number of other matters to which they attached importance, including in particular arrangements for consultation with the journalist staff on the appointment of independent directors and future editors.

"I wish The Observer well under its new ownership, and hope that whatever uncertainties may have been set in the past few months will now be dispelled."

Mr. John Smith, Shadow Trade Secretary, said an Observer journalist should have been appointed to the board.

"There is widespread and deep-seated concern at the way in which our great newspapers are passing into the hands of rich men who control powerful economic interests and are not noted for self-effacing political restraint," he said.

He added: "The final test of this whole matter will be if The Observer can maintain its great tradition of reporting affairs in the African continent—given the newspaper proprietor who now owns it."

He urged the Government to "take further action" if any of the sanctions were breached—and suggested the Government might have been in a "more powerful negotiating position" if it had not agreed to the transfer before discussing conditions.

Mr. Smith paid tribute to Observer editor Mr. Donald Trefford who had "fought for the independence of his newspaper."

Mr. Biffen replied that The Observer's greatest safeguard was its ability to be profitable. "It will no longer have to constantly seek outside financial interests."

Mr. Biffen said he acted quickly over the transfer to "remove uncertainty" from the newspaper. But there was a chance for further judgement on the most appropriate conditions.

BIFFEN'S TOUGH SERIES OF EDITORIAL SAFEGUARDS

THE TRADE SECRETARY has laid down a tough series of conditions to safeguard the editorial independence of The Observer, Britain's oldest Sunday newspaper.

Mr. Biffen's formal conditions have been laid down on the advice of the Monopolies and Mergers Commission which had decided that approval should be granted for the acquisition subject to the adoption of certain safeguards.

The safeguards were necessary to protect editorial independence against a potential conflict of interest because of the extensive business interests of Lonrho.

The Minister has said that before Atlantic Richfield, the U.S. energy group which currently owns The Observer, completes the sale, the following people will be appointed as independent directors of The Observer Ltd. together with a fifth person chosen by a majority of those four.

The four named are: Sir Geoffrey Cox, Dame Rosemary Murray, William Donaldson Clark, and Lord Windlesham.

Before the transfer of ownership takes place the articles of association of the company must be altered and approved by the Secretary of State to give effect to a schedule of requirements set out by the Minister.

The schedule says:

*The Observer shall have five independent directors but not more than five.

*No person shall be appointed to or removed from the office of independent director without the approval of the majority of the independent directors at the time of appointment or removal.

*The editor of The Observer shall not be appointed or dismissed without the approval of the majority of the independent directors of The Observer at the time of the proposed appointment or dismissal.

*Subject only to any properly determined budget the editor of The Observer shall retain control over the appointment, disposition and dismissal of journalists on The Observer and of all content of the newspaper, except that in the case of advertisements, the editor's rights may be limited to the right to refuse to publish any advertisement and to provide where in The Observer advertisements in general are, or any advertisement in particular is, to appear.

*The editor of The Observer shall retain control over any political comment published in the newspaper and shall not be subject to any restraint or inhibition in expressing opinion or in reporting news that might directly or indirectly conflict with the opinion or interest of any of the newspaper proprietors of The Observer.

*Instructions to journalists shall be given only by the editor or those to whom he has delegated authority.

*Any dispute arising over the previous three requirements listed above between the editor of the paper on the one hand and the directors of The Observer Limited or any holding company of the Observer Limited, on the other hand, is to be referred to the independent directors of The Observer Limited or three or more of the independent directors as they may themselves determine.

The decision of the independent directors shall be final and binding.

The memorandum of agreement between Lonrho, George Outram, Scottish and Universal Investments, the Outram holding company, and journalists of The Observer says that all parties undertake to maintain the editorial traditions and journalistic standards of The Observer and to endeavour to keep The Observer free from party political bias or attachment to any sectional interest.

The independent directors will do their utmost to ensure that there is no improper proprietorial interference in the accurate presentation of news and free expression of opinion, and to settle any dispute which arises.

LEGAL RIGHT OF REPLY IN FRANCE AND WEST GERMANY

In France, the counter-statement must be published within three days of receipt by the Managing Editor, or in the issue which next appears after the Managing Editor has received the letter requiring the counter-statement to be published. Publication of a counter-statement in compliance with the provisions of the Press Law does not, however, deprive the plaintiff of his right to sue for damages.

In West Germany, the model draft Land Press Law, on the basis of which all 11 Lander (States) have passed their own Press Laws, provides that even a party who is not named but can be recognised by a section of the readership, enjoys the right of reply. Equally entitled to a published reply—accompanied by a brief explanation—is any party who is not identical with, but can be taken for, the party named in the offending report.

Other provisions of the West German draft Press Law are: "The reply need only be sent to the responsible staff journalist or to the publisher. Indeed, it need only bear the address of the publishing house in question.

"The reply need not be confined to negation, but may also include new, explanatory facts to help create a clear message.

"Requests for the right of reply to Press reports on court proceedings are not justifiable if the Press has reported all salient facts to satisfy the reader's information requirement. They are legitimate, however, if the Press has offended against its duty to report truthfully. No commitment to comprehensive reporting on court proceedings exists.

"If a respondent's counter-version is evidently, or known by a court of law to be, incorrect or likely to mislead readers, it need not be published because there is no justified interest in its being printed.

"The principle of equity of means demands that the counter-version be published in such a manner as to attract the same measure of attention among readers as the original report being answered."

North Rhine Westphalia is the most populous State in the Federal Republic of Germany. Article 11 of the Press Law of the State contains the provisions relating to the Right of Reply. Its main provisions are:

"(1) The responsible journalist or editor and the publisher of a periodical Press organ are obliged to publish a counter-version or reply by the person or party affected by an assertion

of fact printed in the organ in question. The obligation extends to all ancillary or sub-editions of the organ in which the assertion of fact has been made.

(2) No obligation to print a reply or counter-version exists if (a) the affected person or party has no justified interest in publication of such

or (b) the reply or counter-version is of inappropriate volume or (c) an advertisement of exclusive service to business transactions is involved.

The reply or counter-version is regarded as being of appropriate volume if it does not exceed the volume of the text to which objection has been raised. The reply or counter-version must be confined to factual assertions and must contain nothing of a punishable nature. It must be given in writing and must bear the signature of the injured party or legally recognised representative. The injured party or his representative can demand Publication only if the reply is communicated to the responsible editor or publisher without delay, but at the latest within three months after publication of the item to which objection has been taken.

(3) The reply must be printed—in the same type of print as the text to which objection was taken, without additions or omissions and in the same section of the paper—in the next edition following receipt of the reply which has not yet been completed for publication; it must not appear in the form of a reader's letter. Publication is free of charge. Anyone who comments on the reply in the same edition must confine himself to factual comment.

(4) Ordinary legal channels are open to anyone wishing to appeal against rejection of a claim to right of reply. At the request of the injured party, a court can order the editor responsible and publisher to publish a counter-version as outlined in Paragraph 3. The regulations of Civil Trial Procedure in regard to procedure for temporary injunction shall apply in the case of these proceedings. No proceedings on the main matter at issue shall take place.

(5) Paragraphs 1 to 4 do not apply to truthful reports on public meetings of the law-giving organs at federal, Land or communal level or of courts of law."

Source :— Report of the British Committee on Defamation, March 1975.

Press Laws (of Federal Republic of Germany), published by Inter Nations, Bonn, 1980.

GOVERNMENT AID TO NEWS AGENCIES

(from April 1978 onwards)

As on 1.1.1981

(Rupees in lakhs)												
Sl No.	Particulars	PTI	UNI	HS	SB	Total	2. Non-recurring rehabilitation grant (including grant for development of language service in the case of HS and SB)	5.00	9.00	8.00	6.71	28.71
1.	Recurring grant to cover salary differentials (on a tapering basis for six years)	46.14	19.80	19.57	15.40	100.91	3. Development	17.00	21.25	8.50	8.50	55.25

APPENDIX XI.2

HISTORY, ORGANISATION AND OPERATIONS OF WIRE AGENCIES

The history, organisation and operations of the four wire agencies are surveyed in this Appendix. The figures relate to January 1981, unless stated otherwise.

History

News agency operations were started in India in 1866 by Henry Collins who represented the interests of Reuters in India and East Asia. He had his office in Bombay. It was essentially a colonial venture, the main purpose being circulation of commercial intelligence for promoting British business interests. Gradually political stories filed from India were found to be in demand overseas, and Reuters started covering political and other events in India.

A news agency with Indian participation was attempted in 1910 by K.C. Roy who formed the Associated Press of India (API) in collaboration with the *Statesman* and the *Madras Mail* and two British journalists. Within a few years, however, Roy had to sever connections with API over certain proprietorial issues and in 1919 the agency passed into the hands of Reuters. It functioned thereafter as a Reuters subsidiary.

The first truly national news agency, comparable to the nationalist newspapers brought out by educated Indians in the 19th century, was the Free Press of India (FPI), established in 1927 by S. Sadanand with headquarters in Bombay. FPI had its roots in the awareness of the inability of an externally controlled agency to report Indian events in the correct perspective. From the beginning, however, FPI was afflicted with financial difficulties and had to shut down in 1935. Sadanand went bankrupt, through repeated forfeiture of heavy securities imposed by the British authorities. The United Press of India (UPI), which had been formed in Calcutta in 1933, took over most of the business of FPI and functioned for 25 years before going into liquidation in 1958.

In the pre-Independence period, API, as a subsidiary of Reuters, enjoyed a predominant position. The teleprinter system was introduced in India by Reuters in 1937. This marked the beginning of the modern era of 'wire agency' operations.

After Independence

With the transfer of political power in 1947 it became logical that Reuters should transfer its operations in India to an Indian establishment. The idea of the take-over of API from Reuters was mooted in 1946 at a meeting of the Indian and Eastern Newspaper Society at Lahore. While agreeable to this transfer, Reuters wanted to retain control over the foreign news service. Sardar Vallabhbhai Patel, the then Minister for Home and Information, insisted on the total transfer of Reuters' Indian interests to an Indian agency, failing which the Reuters teleprinter line licence, expiring in July 1947, would not be renewed. This clinched the issue. Press Trust of India (PTI) which took over the business of API, was formed as a joint stock company in August 1947. Sponsored by seven newspapers of India, PTI started operations on 1st February 1949, replacing API.

With the collapse of the United Press of India in 1958, PTI was left as the sole English news agency in the country. The United News of India (UNI) was sponsored by eight newspapers and started functioning in 1961,

India's first multi-lingual agency, Hindustan Samachar, was set up as a private limited company in 1948 by S.S. Apte. Its avowed aim was to educate the masses and to strive for the promotion of all Indian languages. The early effort was limited to distribution of news among local newspapers in Bombay, Delhi, Patna and Nagpur through messengers. With the advent of Devanagari teleprinters in 1954, the situation improved but the heavy transmission cost forced Apte to hand over the agency to a co-operative society of employees. In 1957 it became a society called the Hindusthan Samachar Cooperative Society with headquarters in New Delhi.

Samachar Bharati was established on 2nd October 1966 and commenced operations in 1967 as a second Indian-language agency competing with Hindustan samachar. A large number of State Governments have from time to time bought the shares of Samachar Bharati.

Operations

Press Trust of India's administrative headquarters are in Bombay; but the news operations are carried out from Delhi. All the other three agencies have their headquarters in Delhi.

Service network

According to the information received from the agencies, the service network is as follows :

PTI has 50,000 kilometres of teleprinter lines connecting 90 teleprinter bureaux. It functions round the clock and puts out on an average 1,00,000 words every day.

UNI has 64 teleprinter bureaux in the country and 17 other units. According to the agency, it has over 60,000 Kms of teleprinter lines and the total wordage put out on an average is 100,000 every day. UNI operates for 17½ hours a day in its General Service but in Delhi it operates round the clock.

Hindusthan Samachar has 54 teleprinter bureaux and five other units. The total length of teleprinter lines is 25,000Kms. The agency functions for 14 hours a day and turns out about 48,000 words.

Samachar Bharati has 35 teleprinter bureaux and ten other units. It utilises some 25,000 Kms of teleprinter lines. Operating for 18 hours a day, the agency puts out 40,000 words on an average.

Deployment of staff

The staff deployment as on 1st January 1981 was as follows:

PTI employees over 1,100 workers, 202 of whom are journalists and 262 technicians. UNI has a staff strength of about 550, of whom journalists number 164. There are over 200 technicians. Hindusthan Samachar has 275 employees, 134 of whom are journalists and five technicians. Of the 243 employees of Samachar Bharati, 109 are journalists and four technicians.

News-gathering network

For collection of domestic news, the four agencies employ staff correspondents. There are also part-time correspondents, known as stringers, who work for these agencies. In many cases, stringers work for more than one agency and also as part-time correspondents of newspapers.

The total number of full-time correspondents deployed by the four agencies at the beginning of 1981 was 585. Of these PTI had 193, UNI 164, Hindusthan Samachar 134 and Samachar Bharati 94.

These correspondents are posted at 55 centres in the country. PTI has correspondents at 44 centres, UNI at 43, Hindusthan Samachar at 37 and Samachar Bharati at 28 centres.

All the four agencies compete in 19 centres.

These are :

- 1) Ahmedabad; 2) Allahabad; 3) Bangalore; 4) Bhopal; 5) Bhubaneswar; 6) Bombay; 7) Calcutta- 8) Chandigarh; 9) Gauhati; 10) Hyderabad; (11) Indore; 12) Jaipur; 13) Jullundur; 14) Lucknow; 15) Nagpur; 16) Patna; 17) Simla; 18) Trivandrum; and 19) New Delhi.

Three news agencies compete in 12 centres, namely ;

- 1) Agartlal (no SB); 2) Itanagar (no SB); 3) Jabalpur (no SB); 4) Kanpur (no SB); 5) Kohima (no SB); 6) Madras (no HS); 7) Panaji (no SB); 8) Pune (no SB); 9) Shillong (no SB), 10) Srinagar (no SB); 11) Varanasi (no PTI); and 12) Vijayawada (no HS).

Two news agencies compete in the following 16 centers;

- 1) Bareilly (SB, HS); 2) Baroda (UNI, HS); 3) Cochin (PTI, UNI); 4) Coimbatore (PTI, UNI); 5) Cuttack (PTI, UNI); 6) Gangtok (PTI, HS); 7) Gwalior (UNI, HS); 8) Imphal (PTI, HS); 9) Jammu (HS, SB); 10) Jodhpur (HS, SB); 11) Kottayam (PTI, UNI); 12) Pondicherry (PTI, UNI); 13) Raipur (HS, SB); 14) Rajkot (PTI, UNI); 15) Ranchi (PTI, SB); and 16) Visakhapatnam (PTI, UNI).

Eight centres are served by a single agency. These centres are :

- 1) Aligarh (PTI); 2) Calicut (PTI); 3) Kolhapur (PTI); 4) Madurai (UNI); 5) Triupati (UNI); 6) Surat (PTI); 7) Warangal (SB); and 8) Nasik (UNI).

It will be seen that the following 14 centres are served exclusively by English agencies :

- 1) Aligarh; 2) Calicut; 3) Cochin; 4) Coimbatore; 5) Cuttack; 6) Kolhapur; 7) Kottayam; 8) Madurai; 9) Pondicherry; 10) Rajkot; 11) Tirupati; 12) Visakhapatnam; 13) Surat and 14) Nasik.

The following five centres are served exclusively by Hindi news agencies :

- 1) Bareilly; 2) Jammu; 3) Jodhpur; 4) Raipur; and 5) Warangal.

There are now 405 district headquarters in the country. Three hundred and fifty of these are not covered by any full-time agency correspondent. Nor are there full-time correspondents of any agency in four Union Territories. These are Andaman and Nicobar Islands, Dadra and Nagar Haveli, Lakshadweep and Mizoram.

According to the 1981 census, there are 218 cities with a population of more than one lakh. Of these, 50 cities have one or more agency correspondents. All the four agencies have the largest number of correspondents posted in Delhi; PTI has 58, UNI 65, HS 28, and SB 27. The following towns, although having a population below one lakh, are covered by agency full-timers : 1) Gangtok (PTI and HS); 2) Itanagar (PTI, UNI, HS); 3) Kohima (PTI, UNI, HS); 4) Kottayam (PTI, UNI); and 5) Panaji (PTI, UNI, HS).

The total number of stringers appointed by PTI is 297. UNI has 199 stringers while Hindusthan Samachar and Samachar Bharati have about 400 stringers each.

Different kinds of services

While PTI and UNI offer services only in English, the two Hindi agencies, Hindusthan Samachar and Samachar Bharati, provide services also in certain other Indian languages.

PTI has mainly three classes of services—'A', 'B' and 'C'. The 'A' Service is the most comprehensive, consisting of about one lakh words. The 'B' Service is about sixty per cent of 'A' Service, and 'C' about forty per cent. In addition, PTI has a General Service for small newspapers.

UNI has a uniform service.

Hindusthan Samachar provides teleprinter service in Hindi, Marathi, Nepali, Gujarati, Oriya and Kannada. Gujarati and Oriya subscribers take the service in the Nagari script. The Kannada service in the Roman script is taken by the Karnataka Government. Some Malayalam, Telugu, Urdu, Bengali, Punjabi, Oriya and Kannada papers subscribe to non-teleprinter services in type-written or hand-written sheets.

Samachar Bharati's main Service is in Hindi. Its other Indian-language services include those in Gujarati, Marathi, Punjabi, Urdu, Telugu, Kannada, Malayalam, and Tamil, using Hindi as the link language. The Indian-language services of the two Hindi agencies cannot be called full-fledged agency services.

The four agencies have limited arrangements for the coverage of international events either by their own correspondents or, to a much larger extent, by securing and distributing selected stories from those supplied by major world agencies.

Subscriber profile

According to the RNI Report of 1980, there were 1, 173 daily Newspapers in the country. Of these, only 454 or about 39 per cent subscribed to wire news agency services in July 1981. There were 676 newspaper subscribers in all for the four news agencies together, including those who subscribed to more than one agency.

Only Indian-language dailies use the services of the two Hindi agencies. On the other hand, 38 Hindi dailies subscribe to PTI and/or UNI only, whose services are in English.

Of the 454 subscribing dailies, 14 subscribe to all the four agencies. Eight of these 14 papers are Hindi, three are Gujarati, two Punjabi and one Telugu.

Seventeen dailies subscribe to three news agencies, 118 subscribe to two news agencies while 291 daily newspapers subscribe to a single news agency.

One hundred and twelve daily newspapers (including 84 Indian-language dailies) take the services only of UNI. One hundred and two (including 93 Indian-language dailies) subscribe only to PTI, 42 only to Hindusthan Samachar and 35 only to Samachar Bharati. UNI has more newspaper subscribers than PTI. PTI, on the other hand, has twice as many Government subscribers (including semi-government and autonomous bodies) as UNI. Also, UNI has more non-government, non-newspaper subscribers than PTI.

The statement below gives the categorywise break-up to the different agencies (as on 1-7-1981) :

	PTI	UNI	HS	SB
1. Newspapers	221*	244	127	87
2. Government				
(a) AIR and Doordarshan	38	36	25	17
(b) Other Central and State Government departments	134	299	104	156
(c) Semi-Government and autonomous bodies	127	16	1	50
3. Others	319	347	1	32
Total	839	747	178	49

*Includes double subscription by three newspapers.

The following is an analysis of the newspaper subscribers of the agencies into big, medium and small :

- (a) Of the 221 newspapers subscribing to PTI, 57 were big, 59 medium and 105 small.
 - (i) of the 57 big papers, 18 subscribed to 'A' Service; 5 to 'B' Service; and 34* to 'C' Service.
 - (ii) Of the 59 medium papers, 11 subscribed to 'A' Service; 5 to 'B' Service and 43 to 'C' Service.
 - (iii) Of the 105 small papers, one subscribed to 'A' Service; 5 to 'B' Service; and 99 to 'C' Service.
- (b) Of the 244 newspapers subscribing to UNI, 53 were big, 69 medium and 102 small. Circulation figures of 20 papers were not available.
- (c) Of the 127 newspapers subscribing to Hindustan Samachar, 24 were big, 25 medium and 67 small. Circulation figures of 11 papers were not available.
- (d) Of the 87 newspapers subscribing to Samachar Bharati, 14 were big, 14 medium and 57 small. Circulation figures of two newspaper were not available.

*Includes double subscription by three newspapers.

SUBSCRIPTION REVENUE

Non-newspaper subscribers

The subscriptions charged by the agencies from non-newspaper organisations from March 1981 are as follows :

UNI— Rs. 2,300 p.m. inclusive of rental for teleprinter machine for Government departments and Rs. 2,500 for non-Government organisation.

PTI— Rs. 2,000 p.m. inclusive of rental for teleprinter machines for Government departments and other non-newspaper organisations.

Hindustan Samachar— No fixed rate. Negotiable.

Samachar Bharati— No separate rate for non-newspaper organisations. Uniform rate for all clients Rs. 1,250 per month consolidated.

Rates for newspapers

The two English news agencies, PTI and UNI, have their subscription rates based on the circulation of a newspaper while Hindusthan Samachar and Samachar Bharati have standard

Increase in rates in March 1981

The subscription rates of PTI, UNI and Hindusthan Samachar were increased in March 1981 to meet the additional expenditure to be incurred as a result of the Palekar award. Samachar Bharati did not increase its rates. Tables 1 and 2 on pages 14 and 15 show the current subscription rates for Indian-language and English papers.

PTI has three classes of service, based on the pattern of news-mix and wordage supplied to a client. PTI also has a General Service for small newspapers. Other agencies have a uniform service for all newspaper clients. The basic subscription for an English newspaper with a circulation of 10,000 for the 'A' class Service of PTI, which is the most comprehensive service, is Rs. 8,400, an increase of 31 per cent over the previous rate of Rs. 6,413. The rate of the 'B' class Service has similarly been increased by 30 per cent and that of the 'C' class Service by 21 per cent. The surcharge on every additional circulation of 2,500 copies over 10,000 copies has been proportionately increased. The machine rental has also gone up. As a result, a paper with a circulation of one lakh has to pay Rs. 26,200 per month for the 'A' class Service in place of Rs. 19,639 according to the earlier rates, an increase of 33.4 per cent. The same paper taking the 'B' class Service will pay 26.7 per cent higher and for the 'C' class Service the payment will be 21.2 per cent higher.

TABLE 1

Monthly subscription rates and teleprinter charges for Indian-language papers from March 1, 1981)

Name of the News Agency	Subscription				Rental for teleprinter machines		
	Circulation upto 2,500	Circulation between 2,500 & 5,000	Circulation between 5,000 & 10,000	Circulation above 10,000	Circulation upto 5,000	Circulation between 5,000 and 10,000	Circulation above 10,000
1. (UNI (Rates include teleprinter rental)	Rs. 1,450	Rs. 1,550	Rs. 2,225	Rs. 2,225 a surcharge of Rs. 135 on each additional slab of 2,500 copies*			
2. PTI	Rs. 825 (for General Service for small newspapers)	Rs. 825	Rs. 950	'A' Class Service - Rs. 4,200 'B' Class Service - Rs. 2,125 'C' Class Service - Rs. 1,100 A surcharge of Rs. 225, Rs. 125 and Rs. 75 on each additional slab of 2,500 copies for 'A', 'B' and 'C' class services, respectively*. *1,250 copies or more are taken as one slab while circulations below 1,250 copies are ignored.	Rs. 420 (for General Service for small newspapers)	Rs. 530	'A' Class Service - Rs. 1,600 (2 machines) 'B' Class Service - Rs. 750 'C' Class Service - Rs. 600
3. Samachar Bharati (Rates include T.P. rental)	A uniform rate of Rs. 1,250. Evening dailies and very small district papers pay Rs. 850.						
4. Hindusthan Samachar (Rates include T.P. rental)	A flat rate of Rs. 1,200 for newspapers with less than 10,000 circulation. Rs. 1,440 for more than 10,000 circulation. For evening papers Rs. 750.						

TABLE 2

Monthly subscription rates and teleprinter charges for English papers from March 1, 1981

Name of the News Agency	Subscription			Rentals for teleprinter machines		
	Circulation upto 5,000	Circulation between 5,000 & 10,000	Circulation above 10,000	Circulation upto 5,000	Circulation between 5,000 and 10,000	Circulation above 10,000
UNI (Rates include teleprinter rental)	Rs. 2,600	Rs. 2,600	Rs. 2,600 + a surcharge of Rs. 180 on each additional slab of 2,500 copies*			
PTI	Rs. 825 (for General Service for small papers)	Rs. 950	'A' Class Service - Rs. 8,400 'B' Class Service - Rs. 4,250 'C' Class Service - Rs. 2,200 A surcharge of Rs. 450, Rs. 250 and Rs. 150 is levied on each additional slab of 2,500 copies for 'A' 'B' and 'C' class services, respectively*	Rs. 420 (for General Service for small papers)	Rs. 530	'A' Class Service - Rs. 1,600 (2 machines) 'B' Class Service - Rs. 750 'C' Class Service - Rs. 600

*1,250 copies and above are taken as one slab, while circulations below 1,250 copies are ignored.

The basic subscription for UNI in the case of an English newspaper with a circulation up to 10,000 has gone up by 41 per cent, from Rs. 1,845 (Rs. 1,265+5800 as machine rental) to Rs. 2,600. The surcharge on every additional circulation of 2,500 copies over 10,000 copies has been increased from Rs. 127 to Rs. 180. The new rates include the machine rental. A newspaper with a circulation of one lakh copies taking the UNI service will now pay Rs. 9,080 in place of Rs. 6,417, an increase of 41.5 per cent.

In the case of PTI, the basic subscription for a language newspaper is half of that for English newspapers. The charges payable by Indian-language newspapers have gone up more or less by the same percentage as in the case of English papers.

In the case of UNI, the percentage of increase in the basic subscription rates for Indian-language newspapers varies from 14 to 40. A language newspaper with 10,000 circulation will now pay Rs. 2,225, an increase of 39.8 per cent over the earlier payment of Rs. 1,592. A language newspaper with one lakh circulation will now pay Rs. 7,085 in place of Rs. 5,120, an increase of 38.4 per cent.

Hindusthan Samachar rates have been increased by 20 per cent for newspaper subscribers and 30 per cent for non-newspaper subscribers.

Special services

PTI and UNI also have certain services. PTI offers the following services :

The *Economic Service* is intended for institutional subscribers other than newspapers. The *Feature Service* gives an account of important events placing them in their national and international context. The *Reuters Money Report Service* gives all important news about the international money market. It is meant for banks and financial institutions. The *Reuters Monitor Service* is available in Bombay and is a comprehensive information system which allows banks and brokers to insert foreign and money market rates on their own personalised pages.

UNI offers the following services :

The *UNI Economic Service* provides economic information for the use of banks, financial institutions and business houses. The *UNI Agricultural Service* is meant for, among others, researchers, educational institutions and Panchayats as well as newspapers. The *UNI Backgrounder Service* is meant for students, educational institutions, business houses, Government departments as well as newspapers. The *UNI Energy Service* is meant for mass media and institutions dealing with energy problems. The *UNI Financial News Service* is a teleprinter service for economic dailies, banks and financial institutions.

Appendix XI.3

NON-WIRE NEWS/FEATURE AGENCIES

The first Press Commission in its report had termed the smaller agencies as feature syndicates which supplied articles, photographs, comic strips, cartoons and other edited matter to newspapers. Nine Indian agencies of this kind were listed. None of these was in existence in 1981. In addition to the nine Indian agencies, King Features Syndicate, New York and International News Photos, also of New York, operated in India through Advertising Films of India. The International News Photos does not function now. King Features Syndicate is still in operation through their agents and mainly supplies a variety of comic strips to Indian newspapers.

To enable the feature agencies to play a more effective role, the Commission proposed that these agencies should offer a wider range of subjects more imaginatively treated. It pointed out that lighter material circulated by the foreign agencies was more readily accepted. It said the agencies should develop Indian humorous art in comic strips and cartoons. They should also syndicate material in different Indian languages simultaneously.

The Enquiry Committee on Small Newspapers, which reported in 1965, described INFA as a news and feature syndicate and listed 11 other small news and feature agencies. One of these, India Press Agency, and INFA continue to be in operation.

The present Commission's secretariat enquired from professional bodies of journalists, Central and State information agencies and other sources about the smaller agencies now in operation. In all, 111 agencies were reported to be in existence in 1981. All of these were requested to send information about their organisation, services, financial position, etc. Information was available in respect of only 48 agencies.

The bulk of these, 24, are owned by individuals, six by companies, cooperatives or trusts and one (Central News Service, Delhi) is owned by the Communist party of India.

Twenty-five of these agencies have five or less than five journalists. Three engage more than 20 journalists. These are : Newstoday (Hyderabad), Oriental Language Bureau (Bombay) and India Press Agency (Bhopal). Four agencies did not specify the number of journalists. Five agencies have no journalist staff at all.

Thirty of the 48 agencies engage up to five non-journalist employees. Three do not have any such employee.

The agencies were asked about the mode of delivery of their material. The most common mode of delivery is by post and hand. Telegrams or telephones are used by 14 of the agencies.

Thirty-two of the agencies offer service in only one language, 12 of these in English. Eleven offer services in two languages, five in three languages and 12 in more than three languages. One agency—Oriental Language Bureau (Bombay)—offers its service in 13 Indian languages. Taken together, 30 of these agencies offer services in English, 21 in Hindi and 11 in Urdu.

Thirteen agencies have regular monthly subscribers, 16 charge per article while six have annual subscriptions. Two agencies, Press and News of India of Bangalore and Sakshi News Service, Indore, offer free service. Those charging a monthly subscription have rates of less than Rs. 300 per month, five of these charging less than Rs. 50 per month. The 16 agencies which charge per article have varying rates. Sarvodaya Press Service, Varanasi, has rates ranging from Rs. 10 to Rs. 50 per article, whereas writers, New Delhi, has rates varying from Rs. 50 to Rs. 1,000 per article.

Most of these agencies operate in the State in which they are located and in the adjoining areas. Four agencies, namely, Central News and Features (Bhopal), Jana Sandesh Bharati (Lucknow), World Features (Jabalpur) and Sandhya Varta-peeth (Pune) claim to operate all over the country. Nine Delhi-

based agencies also claim to have subscribers all over India. These are : India Press Agency, Asia Features, National Press Agency, Cartographic News Service, India Backgrounder, INFA, Foreign News and Feature Service, Pran Features and Public Opinion Trends (POT).

Replies from 29 agencies were received about accreditation to the central or State Governments. Fourteen of these are accredited to the State Governments, one (National News Service) to the Central Government and two (Central News Service, Delhi and Cartographic News Service, Delhi) to both Central and State Governments. Twelve agencies are accredited to neither the Central nor the State Governments.

About sources of news and information, most agencies replied that they based their despatches on field reporting through spot studies, or information received from their reporters.

About the number of subscribers, 11 agencies did not give information. Twenty-five of the remaining 37 have upto 50 subscribers. Seven of the agencies have more than 100 subscribers, five of which, namely India Press Service (Delhi), INFA (Delhi), Satya Samachar (Gwalior), Sarvodaya Press Service (Varanasi) and Jana Sandesh Bharati (Lucknow), have more than 200 subscribers. India Press Service claimed to have 2,000 subscribers.

Information about income and expenditure was received only from 31 agencies. Seventeen of the agencies indicated that they were earning a profit, 12 were running at a loss and two did not earn profit nor incur loss.

From the financial statements given by the agencies it is seen that of the 17 agencies earning profit, two have less than Rs. 1,000 profit per year, five have profits between Rs. 1,000 and Rs. 5,000 and two others have an annual profit ranging from Rs. 5,000 to Rs. 10,000. Eight agencies, namely, Rang Rekha (Bombay) and seven others located in New Delhi, India Press Agency, India Press Service, National Press Agency, INFA, Pran Features, National News Service and Cartographic News Service earn between Rs. 10,000 and Rs. 50,000 a year. The yearly profit of no agency exceeds Rs. 50,000.

The years of establishment of these agencies indicate that only two were established before 1950. They are National News Service of Jullundur (1938) and Oriental Language Bureau of Bombay (1940). Six agencies came up between 1950 and 1959, eight in the sixties and 26 between 1970 and 1979. Six agencies were born since January 1980.

Most of these agencies deal in printed words or scripts. Only two have specialised in visuals. Pan Asia Newspaper Alliance (PANA) is the only photo agency about whom information was received. The Cartographic News Service specialises in charts, maps and diagrams. The agency has pointed out that cartography requires special equipment, for example, slide/copy making Polaroid multipurpose industrial view land camera and other accessories, some of which are not available in this country.

Comic strips

Some agencies are engaged in production and distribution of picture serials, popularly known as comic strips, which are carried by a good number of daily newspapers and papers of other periodicals.

The Advertising Films of India continue to be the agents of King Features of America and distribute western comic strips. In 1979, according to information received from the agency, they were distributing 28 foreign comic strips which appeared in 61 daily newspapers. The fee charged by the agency varied from Rs. 20 to 200 Rs. per week.

Indian agencies took up production and distribution of comic strips only in the sixties. Pran Features (Delhi), established in 1965, claims to be the first Indian agency to enter the field. Comic strips produced by Pran Features mainly appear in periodicals. The agency stated in 1979 that they had six strips in circulation, all with Indian themes. The fee charged by the agency varied from 25 to 200 rupees per insertion.

Another agency about which information is available is Rang Rekha Features of Bombay, established in 1970. They have about ten picture serials and these are subscribed to by 48 daily newspapers and many other periodicals. They use only Indian themes and charge from per Rs. 10 to Rs. 100 [insertion].

A list of the 48 non-wire news/feature agencies about whom information is available is given below :

1. National News Service,
241, Chandni Chowk
Delhi-110006.
2. Vikram News Service
1, Todar Mal Road
New Delhi 110024
3. Public Opinion Trends
Analyses and News
Service (POT)
F-8, Press Enclave,
Saket, New Delhi-110017
4. Indian Backgrounder
C-53, Hazrat Nizamuddin (Bas
New Delhi-110013
5. Pan-India, Pan Asia
Newspaper Alliance
1001, Rohit House,
3, Tolstoy Marg,
New Delhi 110001.
6. Depth-News India,
Sapru House Annexe,
New Delhi-110001.
7. India Press Service,
16-A, Friends' Colony,
New Delhi-110014.
8. Indian Press Agency,
A-794, Amarpur, Nabi Karim.
New Delhi-110055.
9. Asia Features
8, Bhagat Singh Market,
New Delhi-110001.
10. Alternative News and Features,
4A, Bhagwandas Road,
New Delhi-110001.
11. Central News Service,
Ajoy Bhavan,
Kotla Marg,
New Delhi - 110002.
12. News Bureau of India,
31/16, School Marg,
Rajendra Nagar,
New Delhi-110060.
13. Yugwarta,
6M, Bhagat Singh Market,
New Delhi-110001.

14. **Pran Features,**
A-84, Narayan Vihar
New Delhi-110028.
15. **Foreign News and Features,**
C/40, Greater Kaifash,
New Delhi-110048.
16. **Publication Syndicate,**
1, Tansen Marg,
New Delhi-110001.
17. **India News and Feature Alliance (INFA),**
Jeevan Deep Building,
Parliament Street,
New Delhi-110001.
18. **Cartographic News Service,**
13, Todarmal Road,
New Delhi-110001.
19. **Enterprise News and Feature,**
A-22, Gulmohar Park,
New Delhi-110016.
20. **Writers,**
K 70, Jangpura Extension,
New Delhi-110014.
21. **United News and Information Bureau (UNIB),**
95, Krishna Nagar P.O.,
Safdarjang Enclave,
New Delhi, 110029.
22. **National Press Agency,**
182, Jor Bagh,
New Delhi-110003.
23. **India News and Interviews (INI)**
40, Geetha Mansion,
Kempegowda Road,
Bangalore-560009.
24. **The North-Eastern News Corporation (NENCO),**
Karimganj-788710.
25. **Current News Service,**
Vinayak Rao Building,
Mozamjahi Market,
Hyderabad-500001.
26. **Data News Features,**
2nd Floor, Burman Building,
Gunfoundry,
Hyderabad-500001.
27. **News and Service Syndicate**
Deshodharaka Bhavan,
Fateh Maidan,
Hyderabad-500001.
28. **Newstoday**
Eenadu Compound
Somajiguda,
Hyderabad-500482
29. **Samachar Darshini**
11-5-8, Red Hills,
Hyderabad-500004.
30. **Jammu News and Features (JNF)**
Mubarak Mandi,
Jammu (Tawi)—180001.
31. **Bharatiya Samachar Seva,**
850 B, Dakshin Darwaza,
Purani Basti,
Basti-272001.
32. **Jana Sandesh Bharati,**
6, Faizabad Road,
Lucknow-226001.
33. **National News Agency.**
37/2A, Central Town,
Jullundur-144001.
34. **Special News Agency,**
Inside Mai Hiran Gate,
Jullundur-144001.
35. **World Features.**
1402 (Gorakhpur),
Jabalpur-4820001.
36. **Satya Samachar Sewa,**
Daulat Ganj,
Gwalior-474001.
37. **Sakshi News Service,**
349, Lala-ka-Bagicha,
Indore-452003.
38. **Saurayudham News Service**
P.B. No. 2016, (SNS),
near North Rly. Station,
Cochin-682018.
39. **Jammu & Kashmir News,**
C/o M.Y. Kadiri,
247, Narsingh Garh,
Srinagar-190010.
40. **Press and News of India,**
No. 31, II Cross, Gavipuram,
Bangalore-560019.
41. **Oriental Language Bureau,**
Lakshmi Building,
Pherozechah Mehta Road.
Bombay-100001.
42. **Datta's Data,**
286, Darga Road,
Calcutta-700017.
43. **Sarvodaya Press Service,**
Rajghat,
Varanasi-221001.
44. **Rang Rekha Features,**
Nava Prabhat Chambers.
Ranade Road, Dadar,
Bombay-400 028.
45. **News and Features,**
E/32, 45 Bungalows,
Bhopal-462002.
46. **A.P. News and Advertising Agency,**
W.G. 425, Nakodar Road,
Jullundur-144001.
47. **Sandhya Vartapeeth,**
977, Sadashiv Peth
Pune-411030.
48. **Rajasthan Samachar-Prachar Samity,**
D 44, Patrakar Colony,
Shanti Path, Adarsh Nagar,
Jaipur 302004.

APPENDIX XI 4

FINANCIAL PERFORMANCE OF WIRE AGENCIES
Press Trust of India: 1960-1976

(In Rupees)

Year	Total Income	Total Expense	+ Profit — Loss
1960	63,05,984.29	60,74,818.91	+2,31,165.38
1961	63,64,155.36	62,76,536.55	+87,618.81
1962	72,64,757.22	71,47,876.44	+1,16,880.78
1963	80,89,524.90	75,94,961.77	+4,94,563.13
1964	82,41,631.61	79,19,619.95	+3,22,011.66
1965	86,53,335.32	88,13,129.90	—1,59,794.58
1966	93,73,098.00	95,16,388.00	—1,43,290.00
1967	1,02,15,254.00	1,07,48,658.00	—5,33,404.00
1968	1,09,81,359.00	1,13,00,808.00	—3,19,449.00
1969	1,14,32,310.00	1,42,74,786.00	—28,476.00
1970	1,21,85,386.00	1,26,33,389.00	—4,48,003.00
1971	1,51,60,808.00	1,49,74,211.00	+1,86,597.00
1972	1,60,40,255.00	1,55,67,602.00	+4,72,653.00
1973	1,58,78,190.00	1,58,15,179.00	+63,011.00
1974	1,74,66,147.00	1,81,15,392.00	—6,49,245.00
1975	1,90,31,191.00	1,87,84,430.00	+2,46,761.00
1976	1,89,18,894.00	1,97,19,947.00	—8,01,059.00

United News of India: 1961-1975.

(Rupees in lakh)

Year	Income	Expenditure	(+) Profit or (-) Loss
1961	4.56	6.62	(-)2.06
1962	11.01	9.91	(+)1.10
1963	11.60	12.30	(-)0.70
1964	14.77	15.21	(-)0.44
1965	18.55	18.99	(-)0.44
1966	22.77	24.16	(-)1.39
1967	26.18	26.54	(-)0.36
1968	29.20	30.45	(-)1.25
1969	35.09	35.69	(-)0.60
1970	44.97	41.58	(+)2.29
1971	54.50	51.26	(+)2.88
1972	59.73	62.61	(-)2.88
1973	59.89	64.45	(-)4.56
1974	67.15	72.06	(-)4.91
1975	87.15	80.21	(+)6.94
1976	80.79	91.51	(-)10.72
			(-)19.59
			(+)13.21
			(-)6.38

Hindusthan Samachar : 1967-68 to 1975-76

(In Rupees)

Year	Total Income	Total Expenses	(+) Profit (-) Loss
1957-58	94,167.31	1,15,579.4	(-)21,592.11
1958-59	1,13,558.07	1,29,409.43	(-)15,851.36
1959-60	1,58,747.36	1,62,136.87	(-)3,389.51
1960-61	1,89,352.00	1,87,886.94	(+)1,465.06
1961-62	1,86,477.21	1,96,166.06	(-)9,688.85
1962-63	2,09,645.06	2,13,419.46	(-)3,774.40
1963-64	2,31,972.90	2,37,390.67	(-)5,417.77
1964-65	2,90,692.56	2,82,107.22	(+)8,585.34
1965-66	2,45,606.15	2,92,353.96	(-)46,747.81
1966-67	3,71,750.36	3,67,488.99	(+)4,261.37
1967-68	4,39,112.12	4,27,348.30	(+)11,763.82
1968-69	5,43,261.59	5,50,794.60	(-)7,533.01
1969-70	6,40,025.38	6,56,511.29	(-)16,485.91
1970-71	6,95,925.12	7,55,330.78	(-)59,405.66
1971-72	6,75,433.35	8,36,639.54	(-)1,61,206.19
1972-73	7,91,600.27	8,18,081.07	(-)26,483.80
1973-74	9,47,957.88	10,07,440.95	(-)59,483.07
1974-75	10,47,123.92	10,80,602.81	(-)33,478.89
1975-76	7,39,362.56	8,94,960.71	(-)1,55,598.15

(for 9 months up to 31st March 1976)

Samachar Bharati : 1970-1976

(In Rupees)

Year	Expenditure Rs.	Income Rs.	(+) Profit or (-) Loss Rs.
1970	7,51,805.18	4,45,013.51	(-)3,06,791.67
1971	6,98,411.49	4,17,195.80	(-)2,81,215.69
1972	6,71,005.49	4,92,083.64	(-)1,78,921.85
1973	6,44,126.64	4,93,460.50	(-)1,50,666.14
1974	6,76,672.78	5,16,171.74	(-)1,60,501.04
1975	8,17,615.46	7,13,761.15	(-)1,03,854.31
1976	6,51,580.51	5,81,278.53	(-)70,301.98
			(-)12,52,252.68

APPENDIX XI. 5

ARRANGEMENTS FOR INTERNATIONAL COVERAGE
(as in 1981)

The arrangements of the Indian news agencies for sending out news from India and receiving news from abroad are surveyed in this Appendix.

Indian news agencies have limited arrangements for covering international events by their own correspondents. They are heavily dependent on the news supplied by the major world agencies.

PTI now has ten staff correspondents abroad. They are posted in New York, London, Moscow, Nairobi, Kuala Lumpur, Beijing, Colombo, Kathmandu, Islamabad and Dacca. Part-time correspondents are functioning in Kabul Doha (Qatar), Dubai, Durban, Bonn, Berlin, Vienna, Stockholm, Ottawa, Bangkok, Seoul and Tokyo.

Correspondents in Beijing, Nairobi, Kuala Lumpur and Islamabad started functioning only recently. PTI told the Commission that the cost of maintaining correspondents abroad about three to four lakh rupees a year or each—is prohibitive. PTI feels that it should have at least 30 regular correspondents abroad. Under an arrangement recently worked out with the Government, the External Affairs Ministry gives PTI one and a quarter lakh rupees a year each for the correspondents at Beijing, Nairobi and Kuala Lumpur.

UNI has staff correspondents in Colombo and Dubai. It has stringers in Bonn, Dacca, Damascus, Hong Kong, Kathmandu, Kuwait, London, Moscow, Nairobi, New York, Paris and Singapore. The UNI General Manager feels that stringers abroad are more cost-effective. Each stringer costs about Rs. 5000 per month and the interests of the agency are fully served. He said transmission of news costs more than the man himself.

Hindusthan Samachar has correspondents in Kathmandu and Dacca. Samachar Bharati does not have any foreign correspondent.

For the coverage of international news some of these agencies also have arrangements for exchange of their service with foreign news agencies.

PTI pays Reuters £ 57,600 per annum for the Reuters world news and commercial news. Reuters pays PTI £ 12,600 per annum for PTI news and commercial services. PTI pays AFP Rs. 2,17,440 per year for its world news service and gets Rs. 46,800 per year from the French news agency for the news supplied by PTI. PTI pays UPI 2,750 per month and the American agency pays \$ 400 to PTI per month. PTI pays 7,000 per month to TASS for its news service. In addition to this, PTI has also entered into bilateral agreements with 24 other foreign news agencies for exchange of news services.

Under the non-aligned Press agencies system, PTI deliver services to Antara (Indonesia), Tinjag (Yugoslavia), Prensa Latina (Cuba), Philippines News Agency, BSS of Bangladesh, Lankapuvith of Sri Lanka and Kyodo (Japan). PTI in turn receives their reports, and through them reports of agencies in African and other countries. The average wordage exchanged is about 4,000 per day.

UNI pays \$ 4,250 per month to Associated Press of America and \$ 50 D.M. a month to DPA to West Germany for their services. UNI gets for its services Rs. 2,480 per month from ANSA of Italy. UNI has exchange arrangements with 13 other news agencies.

Hindusthan Samachar does not have any arrangement for getting foreign news. It monitors foreign radio stations for important foreign news. Samachar Bharati subscribers to TASS.

APPENDIX XI. 6

Shareholding and management of wire agencies
(as in October, 1981)

Four news agencies with a teleprinter network each are functioning in the country. These are Press Trust of India, United News of India, Hindusthan Samachar and Samachar Bharati. The first two offer services in English. The other two offer services mainly in Hindi and have services in some other Indian languages.

Press Trust of India

Press Trust of India was formed in August 1947 by seven leading Indian newspapers to take over the operations of the Associated Press of India, a subsidiary of Reuters. The seven newspapers were the *Hindu*, *Swatantra*, *Anandavikatan*, *Swadesamitran*, the *Mail* and the *Free Press*—all from Madras—and the *Free Press Journal* of Bombay.

Press Trust of India is a joint stock company with the members' liability limited. It has an authorised share capital of Rs. 25 lakhs divided into 25,000 shares of Rs. 100 each.

The membership is restricted to newspaper owners in India who subscribe to the Agency's service. No single member can hold more than one thousand shares. According to the Articles of Association of the company, every member has one vote for upto 50 shares and one vote for every additional 50 shares.

But the maximum number of votes which a single member can have is five. To acquire voting rights a shareholder is required to have three months' standing as a member.

As on 31st of October, 1981 5,366 shares of the company had been purchased. This amounts to a paid-up capital of Rs. 5,36,600. The total number of shareholders is 99. Twenty-two of these shareholders hold among them 4,236 or 79 per cent of the shares bought.

An analysis of the list of shareholders shows that 35 of them are big newspapers; 13 medium newspapers and 14 small newspapers, adding up to 62. The category of the newspapers belonging to the remaining 37 shareholders could not be ascertained for lack of circulation figures. A good number of them may have closed down.

PTI's Memorandum says that the company "shall at all times make every endeavour to ensure that the control of the Company's news service shall at no time pass into the hands of any one interest, group or section". The company will not pay any dividend to its shareholders and whatever income is derived by the company is to be spent solely on activities to further the aims and objects of the company.

From the rules regarding voting rights it can be seen that no individual shareholder can have more than five votes, irrespective of his shareholding. It can also be seen that a large number of shares are yet to be subscribed to and are available to any newspaper, including small newspapers, which may be able and willing to subscribe to PTI's news service.

The management of the company is vested in a Board of Directors. The Board consists of not less than seven and not more than 16 Directors. In addition, there can be Debenture Directors whose number will not exceed one-third of the total number of Directors. One-third of the Directors are to retire every year and the General Body fills up the vacancies by electing new Directors.

In October, 1981, the Board of Directors had 12 Members. Ten of them represent newspaper interests and the other two are eminent men in public life. Of the ten Directors from newspapers, nine are representatives of big newspapers, and one of a medium paper. The composition of the Board of Directors over the years shows that mostly the representatives of big papers have been elected as Directors.

United News of India

United News of India was registered as a company on 10th November 1959. The eight sponsoring newspapers were the *Hindu* (Madras), *Statesman*, *Amrita Bazar Patrika* and *Hindustan Standard* (Calcutta), *Hindustan Times* (New Delhi), *Times of India* (Bombay), *Deccan Herald* (Bangalore) and *Aryavarta* (Patna).

UNI is a joint stock company with the members' liability limited. It has an authorised share capital of Rs. 10 lakh divided into 10,000 equity shares of Rs. 100 each. Shares can be allotted or transferred only to owners of newspapers published in India. The company does not allow bonus, dividend or any other benefit to its members. The entire income of the company is required to be spent on furthering its own aims and objectives. The company is not permitted to buy its own shares.

Till October 1981, 5,969 shares of the company had been bought. This amounted to a paid-up capital of Rs. 5,96,900.

There are 24 shareholders of UNI, eight of whom hold the shares in their individual names. The total number of shares held by these individuals is only 23.

Four hundred and twenty-two shares are in the name of Samachar which functioned as an amalgamated agency during 1976-78. The rest of the shares (5,524) are held by 15 established newspaper houses in the country.

According to the Articles of Association of the company every shareholder has a right to vote but the number of votes a member can have will be in proportion to his share of the paid-up equity capital, as provided under Section 87(1) of the Companies' Act, 1956. It can thus be seen that although about 42 per cent of the company's shares are still available for subscription, the existing shareholders, particularly the newspaper concerns, have among them, more than 50 per cent of the votes.

UNI is managed by a Board of Directors numbering not less than three and not more than 15. Only members or representatives of shareholding concerns can become Directors. Not more than two men prominent in public life may be co-opted as Directors without their being members. One-third of the Directors are to retire every year by rotation.

In October 1981, the Board of Directors had nine members. Many of the Directors in UNI are representatives of the same newspaper interests which have Directors in PTI.

Hindusthan Samachar

Hindusthan Samachar was registered as a Co-operative Society in 1957. It is described as a worker's co-operative, 80 per cent of the shares being held by journalists and non-journalist employees.

The authorised share capital of the Society is unlimited under its bye-laws. Each share costs Rs. 100. In January 1981, the Society had 210 shareholders, of these, 173 are employees of the co-operative and the other 37 are non-employees, including eminent men, journalists and institutions. The employees held a total of 195 shares, whereas the non-employee shareholders account for 213 shares.

The bye-laws of the Society permit outsiders to hold shares. There are 22 journalist shareholders who are not employed with Hindusthan Samachar. Six newspaper concerns also hold shares. Under the bye-laws of the Society eminent public men are eligible to become members.

Explaining the composition of the Society the General Manager mentioned:—

"According to the bye-laws of Hindusthan Samachar Co-operative Society, Limited, only those who are working in various activities of the Society can become its shareholder members. It has, however, permitted the Society to enrol journalists of repute in any newspaper establishments or persons who have sympathy with the objects of the Society and interest in encouraging them provided that the number of such sympathiser members did not exceed one-fifth of the total strength or 50 whichever was less. It has also allowed newspaper institutions to become its members, having only one vote to be exercised through their nominees".

The minimum number of shares required for acquiring membership of the Society is one. A member can hold shares upto a maximum value of Rs. 10,000 or one-fifth of the subscribed capital whichever is less. In case of institutions, the total value of shareholding is not to exceed one-fifth of the subscribed capital.

Each member has one vote irrespective of the number of shares held. No proxy is allowed. A representative of a member institution will have one vote but he is not entitled to become a member of the Managing Committee.

The General Body meeting of the Society held in June, 1981, passed a resolution authorising the Society to seek permission from the Lt. Governor of Delhi to sell its shares to State Governments. It also authorised the Society to approach the Registrar of Co-operative Societies for carrying out changes in its bye-laws to enable institutional members to become members of the Managing Committee.

The Managing Committee consists of not less than five and not more than 15 members. It chooses from among the members of the Committee President and one or more Vice-Presidents. The Committee members are elected by the General Body and hold office for one year. They are eligible for re-election.

Hindusthan Samachar Society bye-laws permit the Society to declare dividends. It will not be more than 6 1/4 per cent per annum on the value of shares actually paid up.

Samachar Bharati

Samachar Bharati is a joint stock company with the member's liability limited. It was registered in 1962. Its news distribution operations started in January, 1967.

The authorised capital of the company is Rs. 50 lakh divided into 50,000 equity shares of Rs. 100 each. Anybody can become a shareholder. It is not restricted to newspaper owners as in the case of PTI and UNI.

In the beginning, Samachar Bharati's subscribed share capital was Rs. 37,100 only. One of the sponsors was Rashtrabhasha Prachar Samiti, Wardha, which bought shares worth Rs. 10,000. In 1970, five State Governments bought Rs. 26 lakh worth of shares. The breakup was Gujarat 10 lakh, Bihar Madhya Pradesh and Rajasthan 5 lakh each and Karnataka one lakh. In 1978, the subscribed capital amounted to Rs. 26,37,100. When Samachar was created by the amalgamation of the four agencies, the Governments of Bihar and Madhya Pradesh made a gift of their shares to Samachar while the share of Gujarat, Rajasthan and Karnataka Governments were acquired against token payments. The Samachar Committee which is looking after the residual matters after the splitting up of Samachar news service and restoration of status quo ante, is reported to have decided to return the shares to the respective Governments. According to the General Manager of Samachar Bharati, there are certain legal and procedural difficulties in carrying out this decision. Meanwhile, Madhya Pradesh Government bought further shares of Samachar Bharati worth Rs. 5 lakhs in June 1981. The Haryana Government also purchased shares worth Rs. 5 lakh in July 1981.

Samachar Bharati does not declare any dividends and the entire income is to be spent in promoting the company's objects.

The Memorandum states that "the company shall not work as ancillary to any commercial enterprise or a newspaper or a group of newspapers and shall not be connected with any communal or political party".

The voting strength of each shareholder is in proportion to his shareholding, subject to some limits. For the first ten shares there is one vote for every share. Additional shares beyond ten and up to one hundred will allow one vote for every unit of five shares. Again, for additional shares beyond one hundred, there will be one vote for every unit of ten shares. The maximum number of votes available to a single shareholder is limited to 125, irrespective of the number of shares held by him.

The company is managed by a Board of Directors consisting of not less than three and not more than twenty-one Directors including ex-officio Directors. The General Manager, one officer of the Company and the Secretary, Rashtrabhasha Prachar Samiti will be ex-officio Directors. At least half the Directors will be journalists. The General Manager, appointed by the Board of Directors, is the Chief Executive Officer.



THE PRESENT STATUS OF JOURNALISM TRAINING IN UNIVERSITIES

Sl. No	University	Department	Year Estd.	Courses offered	Duration	Annual intake	Medium of instruction
1	2	3	4	5	6	7	8
1.	Punjab University	Dept. of Mass Communication	1941	B.M.C.	1 Yr.	25	English ⁽¹⁾
2.	Madras University	Dept. of Journalism & Communication.	1947 ⁽²⁾	B.J. M.A. (Comm.)	2 Yrs. 2 Yrs.	10 6	English
3.	Calcutta University	Dept. of Journalism	1950 ⁽³⁾	M.A.	2 Yrs.	50	English
4.	Mysore University	Dept. of Post Grad. Studies & Research in Journalism.	1971 ⁽⁴⁾	M.A.	2 Yrs.	15	English
5.	Nagpur University	Dept. of Journalism	1952 ⁽⁵⁾	B.J.	1 Yr.	40	English
6.	Osmania University	Dept. of Communication & Journalism.	1954	B.C.J. M.C.J.	1 Yr. 1 Yr.	40 20	English ⁽⁶⁾
7.	Poona University	Dept. of Journalism	1964	B.J. Certificate	1 Yr. 3 months	30 25	English (B.J.) Marathi (Cert.)
8.	Gauhati University	Dept. of Journalism	1967	Diploma	1 Yr.	40	English
9.	Shivaji University	Dept. of Journalism	1968	Certificate	1 Yr.	Not ⁽⁷⁾ limited	Marathi
10.	Ravishankar University	Dept. of Journalism	1972	B.J.	1 Yr.	50	Hindi
11.	Marathwada University	Dept. of Journalism	1972	B.J.	1 Yr.	30	Marathi
12.	Banaras Hindu University	Dept. of Journalism & Mass Communication.	1973	B.J.	1 Yr.	30	English and Hindi
13.	Bangalore University	Dept. of Communication	1973	B.S. (Comm.) M.A. (Comm.)	1 Yr. 1 Yr.	30	English
14.	Saurashtra University	Dept. of Journalism	1973	Diploma	1 Yr. ⁽⁸⁾ 3 months	20 15	Gujarati
15.	Berhampur University	P.G. Deptt. of Journalism & Mass Communication.	1974	B.J.M.C.	1 Yr.	33	English
16.	Punjabi University	Dept. of Journalism & Mass Communication.	1974	B.J.M.C.	1 Yr.	20	English/Punjabi/ Hindi
17.	Madurai Kamraj University	Dept. of Tamil Studies	1975	Certificate Diploma Spl. Subject for M.A. in Tamil	1 Yr. 1 Yr. 1½ Yrs.	10 10	Not mentioned
18.	Rajasthan University	Dept. of Journalism	1976	Post-Graduate Diploma	1 Yr.	158	Hindi
19.	Garhwal University	Dept. of Journalism	1976	-do-	1 Yr.	17	Both English and Hindi.
20.	Aligarh Muslim University	Centre of Professional Courses (Journalism Division).	1976	-do-	1 Yr.	20	English
21.	Calicut University	Dept. of Mass Communication	1976	B.J.	1 Yr.	10	English
22.	Kerala University	Dept. of Journalism	1977	M.J.	2 Yrs.	20	English
23.	Maharshi Dayanand University.	Dept. of Journalism & Mass Communication.	1978	Degree	1 Yr.	15	English and Hindi ⁽⁹⁾

(1) For Practical Journalism option is allowed in English, Hindi, Punjabi and Urdu.

(2) Until 1975, it was under Economics Department offering full-time P.G. Diploma in Journalism.

(3) M.A. Course started in 1971; before that only diploma course.

(4) Journalism as an optional subject was introduced in 1961.

(5) Until 1966, it was run by Hislop College; revived by the University in 1969.

(6) Optional paper in Telugu Journalism also offered.

(7) On an average 20 candidates seek admission every year.

(8) Three months internship.

(9) English for six papers, Hindi for two papers.

Abbreviations used in Col. 5 (Courses): B.M.C.—Bachelor of Mass Communication; B.J.—Bachelor of Journalism; B.C.J.—Bachelor of Communication and Journalism; M.C.J.—Master of Communication and Journalism; B.S. (Comm.)—Bachelor of Science in Communication; M.S. (Comm.)—Master of Science in Communication; B.J.M.C.—Bachelor of Journalism in Mass Communication; M.J.—Master of Journalism.

Source : Report on the Status of Journalism and Communication Education in India (U.G.C. 1981)

INSTITUTION IMPARTING TRAINING IN JOURNALISM IN INDIA (OTHER THAN UNIVERSITIES)				
S. No.	Institution	Course offered	Duration	Eligibility
1.	Indian Institute of Mass Communication, New Delhi*.	(i) Diploma Course in Journalism (ii) In-service training for Mass Communication personnel working under Government and Public Undertakings.	One year —	Graduation —
2.	Bhavan's College of Mass Communication, Andhra Pradesh.	Journalism and Book Publishing	One year	Graduation
<i>Diploma Courses;</i>				
3.	Bhavan's College of Mass Communication, Bombay.	(i) Journalism and Book Publishing (ii) Journalism and Public Relations (iii) Journalism and Mass Communication (iv) Advertising and Public Relations	One year One year One year One year	Graduation Graduation Graduation Graduation
4.	Bhavan's College of Mass Communication, New Delhi.	(i) Journalism and Book Publishing (ii) Journalism and Public Relations (iii) Journalism and Mass Communication	One year One year One year	Graduation Graduation Graduation
5.	Bhavan's College of Mass Communication, Hyderabad.	(i) Journalism and Book Publishing (ii) Journalism and Mass Communication	One year One year	Graduation Graduation
6.	Bhavan's College of Mass Communication, Bangalore.	(i) Journalism and Book Publishing (ii) Journalism and Public Relations (iii) Journalism and Mass Communication	One year One year One year	Graduation Graduation Graduation
7.	Bhavan's College of Mass Communication, Madras.	(i) Journalism and Book Publishing (ii) Journalism and Public Relations (iii) Journalism and Mass Communication	One year One year One year	Graduation Graduation Graduation
8.	Bhavan's Somani College of Mass Communication, Cochin.	(i) Journalism and Book Publishing (ii) Journalism and Public Relation (iii) Journalism and Mass Communication	One year One year One year	Graduation Graduation Graduation
9.	Bhavan's H.B. Institute of Journalism and Printing Technology, Ahmedabad. (Bhavan's Colleges of Mass Communication are constituent colleges of Rajendra Prasad Institute of Communication Studies).	(i) Journalism and Book Publishing (ii) Journalism and Mass Communication	One year One year	Graduation Graduation
10.	Bombay College of Journalism	Diploma Course in Journalism (Post-Graduate)	One year	Graduation
11.	Dateline School of Journalism, New Delhi	Diploma in Journalism	6 months	—
12.	Press Institute of India, Sapru House, Annexe, Barakhamba Road, New Delhi.	Workshops and Refresher Courses	—	—
13.	St. Xavier's College Institute of Communication Arts, Bombay.	Diploma in Mass Communication	One year	Graduation
14.	Siddharth College of Mass Communication and Media, Anand Bhavan, Dadabhai Naoroji Road, Bombay.	(i) Diploma Course in Journalism and Public Relations (ii) Marketing and Advertising, Radio and Television	One year One year	Graduation Graduation

*I.I.M.C. also conducts courses in News Agency journalism for trainees from non-aligned and developing countries, and in Broad-cast Journalism and Advertising & Public Relations.

In addition, the following institutions have Departments of Extension Education which impart instruction on various aspects of mass communication :

1. The Indian Agricultural Research Institute, New Delhi.
2. Andhra Pradesh Agricultural University, Hyderabad.
3. Assam Agricultural University, Jorhat.
4. Rajendra Agricultural University, Pusa, Bihar.
5. Gujarat Agricultural University, Dantiwada.
6. Haryana Agricultural University, Hissar.
7. Himachal Pradesh University, Simla.
8. University of Agricultural Sciences, Bangalore, Karnataka.
9. Kerala Agricultural University, Mannuthy.
10. Jawaharlal Nehru Krishi Vishva Vidyalaya, Jabalpur, Madhya Pradesh.
11. Konkan Krishi Vidyapith, Dafold, Maharashtra.
12. Mahatma Phule Krishi Vidyapith, Rahuri, Maharashtra.
13. Marathwada Agricultural University, Parbhani, Maharashtra.

14. Punjabrao Krishi Vidyapith, Akola, Maharashtra.
15. Orissa University of Agriculture and Technology, Bhubaneswar.
16. Punjab Agricultural University, Ludhiana.
17. University of Udaipur, Rajasthan.
18. Tamil Nadu Agricultural University, Coimbatore.
19. Chandrashekhar Azad University of Agriculture & Technology, Kanpur, Uttar Pradesh.
20. G.B. Pant University of Agriculture and Technology, Pantnagar, Uttar Pradesh.
21. Narendra Dev University of Agriculture and Technology, Faizabad, Uttar Pradesh.
22. Bidhan Chandra Krishi Vishva Vidyalaya, Haringhata West Bengal.

Source : Mass Media in India 1979-80 : Published by Publications Division, Ministry of Information and Broadcasting, Government of India, New Delhi.

Appraisals of journalism training : 1977-81

I.I.M.C. Seminar

A seminar on Journalism Education and Training, the first of its kind, was organised by the Indian Institute of Mass Communication in New Delhi on 2nd July 1977. It was attended by 17 Heads of University Departments and others connected with the promotion of communication studies. The Press Institute of India, the Eastern India Centre for Mass Communication Studies, Calcutta, and the Indian Institute of Management, Bangalore, were among those represented.

The Seminar noted the existence of widely disparate courses in terms of content, duration, admission and examination procedures, and availability of facilities for practical training. It was considered desirable that there should be a common core in the courses leading to different degrees. At the same time there should be provision for specialised courses to meet local regional needs. The paucity of appropriate text-books was strongly felt, especially in the efforts to train Indian language journalists. The need for the creation of a central body such as a National Council for Education in Mass Communication to prescribe guidelines in such areas as courses, requirements of admission/examination and recognition of diplomas/degrees was mooted. It was decided to approach the UGC for recognition of journalism/communication as a discipline on a par with others and the creation of National Lectureships in Journalism and to impress on the authorities concerned the need for funds for equipment, preparation of text-books, exchange programmes, teacher training and research. The need to insist on journalism/communication qualifications for employment in the various agencies of the I&B Ministry and comparable State information organisations was stressed.

Hyderabad Workshop

Modernisation of journalism curricula was the theme of a national-level workshop held at Hyderabad in 1979. Some of the recommendations of the four-day workshop were : (i) to have an appropriate mix of theory and practical skills, specially at the first-degree level, and to have specialisation only at the Master's and higher levels; (ii) to have a minimum uniform qualified staff pattern (of one professor, two associate professors and four assistant professors), in addition to other personnel such as librarian, audio-visual assistants, technicians, etc., depending on the range of subjects; (iii) to upgrade certificate/diploma courses where they exist to degree programmes (of one or two years after a first degree); (iv) to encourage specialisation not only in media such as Radio-TV besides the Press; but also in areas of application such as agricultural extension and (v) to pay special attention to training for Indian language journalism.

U.G.C. Study on journalism education

The University Grants Commission sponsored in 1979 a project to assess the status and problems of journalism education in India and assigned it to the Press Institute of India. The Press Institute report noted that there were very few teachers in the Universities who had practical experience in journalism and that there was unevenness in the University Departments in the matter of financial grants, library and equipment, facilities and environment for study, laboratory papers, staff numbers, travel money, etc.

2 I&B/82-51

Some of the points made in the report were :

- (1) There was an increase in the number of universities providing courses of study in journalism but the influence of the journalism departments on the media was inconsequential and, by and large, the newspapers had remained indifferent to university training programmes.
- (2) The students did not have enough opportunities for practical work.
- (3) The syllabi prescribed were out of date and were not related to changes in the state of the art and to the changing demands of the employers. Although there was a sudden spurt in the publication of periodicals, hardly any of the departments (with the exception of Osmania) taught a special paper or papers in Periodical Journalism. Similarly the economic structure of newspaper management received very little attention.
- (4) While the University syllabi continued to give prime importance to English, in many cities, leadership, expansion and experimentation was noticeable more in language newspapers than in their English counterparts. The text-books recommended were over whelmingly American, with a few British ones, and the very few Indian books available were often not cited.
- (5) The universities should not be in a hurry to add M.A. courses and research, but instead, start by lengthening the B.A. course (or M.A. if that was the only degree). They should teach more rigorously subjects like Poverty, Employment and Population as well as inter-State and international communication.
- (6) Few of the journalism departments were equipped to supervise research operations.
- (7) Part of the unevenness of journalist departments appeared to be due to the inconsistency in the assistance received from the University Grants Commission. The amounts made available for equipment, salaries and travel varied from university to university.
- (8) There was need for a central body, laying down standards and supervising them and producing the basic tools such as text-books, teaching material, good teachers and opportunities for practical apprenticeship. The journalism courses needed more organic connection with and support from the institution they were intended to serve.
- (9) There was great diversity in the way departments of journalism had been staffed. Some heads were professors, some readers, and some lecturers. There was need for a central body to exercise overall control over journalism education in India. There was also need for itemising the equipment and library size.
- (10) There was urgent need to set up a centre for the training of teachers where they could correct their lack of experience in practical work and also master new methods and techniques of teaching journalism and communication. The UGC should finance such a centre.

The Press Institute report was criticised by the Heads of various Departments of Journalism in the Universities. They were of the view that a closer link with journalists and media practitioners would not be possible until people at the management level in media organisations showed a little more cordiality for journalism institutions. They recalled in this connection

the aid given in the U.S.A. by Pulitzer (Columbia University, 1908) and Newhouse (Syracuse University, 1957). They were of the view that all necessary communication equipment should be provided to every journalism department and that they ought not to be equated in this respect with other humanities departments. They suggested setting up of National Council for determining a standard core course for all journalism and communication departments, allowing for regional variations, and a board for conducting journalism examinations.

The Heads of Departments also thought that it would be useful to try the American practice of text-books being written by a team of authors. Every department must produce its laboratory journal regularly. One or two universities could assume the responsibility of conducting training courses for journalism teachers. The real problem, according to them, was in finding teachers who had (i) a sound academic background (ii) a number of years of teaching experience, and (iii) practical experience of working in the media.

Report of U.G.C. Committee

Since the report on journalism education prepared by the Press Institute of India had received a mixed reaction, a Committee of the U.G.C.'s Panel on Mass Communication asked to prepare another document after obtaining information from the various university departments. The Report of this Committee* recapitulated the recommendations made by the groups from time to time and offered some further suggestions including the introduction of full-fledged degree courses in regional language journalism.

APPENDIX XII

UNIVERSITY GRANTS COMMISSION

Minimum qualifications prescribed for recruitment for the posts of Lecturers in Journalism and Mass Communication in Universities

1. LECTURER:

Essential:

- (i) Good academic record with at least second class Master's degree in the subject (Communication/Mass Communication/Journalism etc.) from an Indian University or an equivalent degree from a foreign university.†

OR

At least second class (C in the seven point scale) Master's degree in Social Sciences/Sciences/Humanities with at least a second class Bachelor's degree or Diploma in Journalism from a recognised Indian University/Post-graduate diploma from a recognised National Institute.

Desirable;

- (i) Teaching experience at College or University level.

* 'Report on the status of journalism and communication education in India' by Professors K. E. Eapen and B. S. Thakur, University Grants Commission, New Delhi, 1981.

† When specialists are to be recruited, Master's degree in Agricultural Journalism, Creative Writing, Extension, Family Planning Communication, Public Health Communication, Public Relation, Speech Communications and the like (but not straight Anthropology, Psychology Sociology, etc.) may be entertained.

- (ii) Work experience in any area of Mass Communication (Newspaper/Magazine, News Agency, Public Relations Advertising Radio or T.V. Journalism etc.)

Qualifications for appointment to the posts of Professors and Readers in the Faculties of Arts Science, Social Sciences, Commerce and Management Studies.

PROFESSOR:

An eminent scholar with published work of high quality actively engaged in research. Ten years' experience of teaching and/or research. Experience of guiding research at doctoral level.

OR

An outstanding scholar with established reputation who has made significant contribution to knowledge.

READER:

Good academic record with a doctoral degree or equivalent published work. Evidence of being actively engaged in (i) research or (ii) innovation in teaching methods or (iii) production of teaching materials.

About five years' experience of teaching and/or research provided that at least three of these years were as Lecturer or in an equivalent position.

This condition may be relaxed in the case of candidates with outstanding research work.

APPENDIX XII.5

Profile of the Indian Press : 2001 A.D.

(Summary of a Study by Dr. N. Bhaskar Rao)

This study visualises the likely pattern of growth of the Press in terms of circulation over the next two decades and the likely profile of newspaper readership at the threshold of the next century. It is based on projections of the likely population increase and rate of urbanisation, and takes into account estimates of the likely growth in incomes as well as education and women's literacy in particular. These are among the variable that will determine the picture of the Indian Press 20 year hence. The figures of the likely order of newspaper circulation and readership, emerging from the study, should be regarded as indicators, rather than precise forecasts or approximations.

Population

Population is the most crucial of the variables for the purpose of estimating the likely growth in newspaper circulation, while the other factors are useful as check points, particularly for identifying the limits to growth in newspaper circulation and readership. For example, newspaper readership as ascertained in the second.

National Readership Survey (1978) varied between 70 per cent

and 59 per cent in the four metropolitan cities as against the all Indian urban figure of 53 per cent, as detailed below:

TABLE 1

	% of adult readers (rounded)
Bombay	70 %
Madras	67 %
Delhi	60 %
Calcutta	59 %
All-India (urban)	53 %

Whatever may be the increase in incomes and education, including women's literacy, in the next two decades, it will not be realistic to expect urban readership of 100 per cent because readership level gets saturated at a certain stage and growth rate wears off beyond a point.

Similarly, whatever might be the rate of urbanisation, it will be unrealistic to expect a high level of readership in each urban centre. Likewise, forecasts of the percentage of the population likely to be below the poverty line in rural India by the turn of the century set the limits for anticipation of increase in rural readership of newspapers.

A population level of 999 million in the year 2001 has been assumed in the study. On the basis of this population projection and its language-wise distribution, estimates have been attempted of the likely increase in newspaper circulation, language-wise, separately in respect of dailies and of newspapers of all periodicities.

There are seven estimates available, from authoritative sources, of the likely increase in India's population by 2001/2001 A.D. These are by the Expert Committee (formed by the Census Commissioner of India) whose estimates for 2001 A.D. ranged from a minimum of 830 million to a maximum of 1032 million; Operations Research Group, for 2001 A.D., ranging from 917 million to 1033 million; Ambannavar of the International Institute for Population Studies, Bombay, for 2001 A.D., ranging from 928 million to 1040 million; Herman Kahn, for 2000 A.D., ranging from 914 million to 1128 million; Fremont Felix, for 2000 A.D., ranging from 922 million to 1145 million; R.H. Cassen, for 2001 A.D., ranging from 922 million to 996 million, and Tomas Frejka, for 2001 A.D., ranging from 959 million to 1069 million.

State-wise population projections by the Expert Committee are available only for the period up to 1991. However, utilising the methodology suggested in the exercises by Cassen and Ferjka State-wise estimates of population by 2001 A.D. have been attempted in the present study (Table 2). The estimates add up to an all India population, by 2001 A.D., of 999 million. This figure, which is approximately mid-way between the low and high levels envisaged in the various studies referred to in paragraph 1, has been relied on in this study. Language-wise distribution of the 2001 projected population is given in Table 3. These are the two bases utilised for the purpose of projecting

the likely circulation and readership of newspapers by 2001 A.D.

TABLE-2

Projected State-wise population in 2001

	Total population in 2001 All ages '000s
Andhra Pradesh	78,206.6
Assam	26,519.1
Bihar	95,303.0
Gujarat	51,890.0
Haryana	18,598.5
Himachal Pradesh	5,605.1
J & K	8,483.4
Karnataka	55,899.4
Kerala	36,946.0
Madhya Pradesh	74,722.6
Maharashtra	97,984.9
Manipur	2,099.3
Meghalaya	1,877.1
Nagaland	1,075.3
Orissa	35,696.9
Punjab	24,970.1
Rajasthan	49,067.0
Sikkim	439.9
Tamilnadu	74,615.6
Tripura	2,766.7
Uttar Pradesh	156,637.2
West Bengal	81,029.1

UNION TERRITORIES

Arunachal Pradesh	822.5
Andaman & Nicobar Islands	279.6
Chandigarh	934.1
Delhi	12,821.4
Dadra & Nagar Haveli	136.2
Goa	1,666.7
Lakshadweep	66.9
Mizoram	719.9
Pondicherry	1,036.3
Total	998.9 6.4

Table 3

Population Language-wise (1971 and 2001)

Language	1971 Census No. of persons	Estimated number of persons— 2001
1	2	3
1. Assamese	8,959,558	16,327,092
2. Bengali	44,792,312	81,625,478
3. Gujarati	25,865,012	47,134,070
4. Hindi	208,514,005	379,977,156
5. Kannada	21,710,649	39,563,533
6. Kashmiri	2,495,487	4,547,551
7. Malayalam	21,938,760	39,979,222
8. Marathi	41,765,190	76,109,123
9. Oriya	19,863,198	36,196,904
10. Punjabi	14,108,443	25,709,957
11. Sindhi	1,676,875	3,055,786
12. Tamil	37,690,106	68,683,057
13. Telugu	44,756,923	81,563,988
14. Urdu	28,620,899	52,156,150
	522,757,417	952,626,067
Other languages	25,402,235	46,290,333
TOTAL	548,159,652	998,916,400

Income and Life-styles in 2001

Consumption of non-food items—including newspapers and books—rises sharply with increase in income above the subsistence level.

According to an estimate by the Planning Commission*, 48.13 per cent of the country's population were living below the poverty line in 1977-78. These persons comprised 50.82 per cent of the rural population, and 38.19 per cent of the urban population. A little more than half of the rural poor belong to agricultural labour households, about 35 per cent to small cultivator households engaged in non-agricultural activities (weavers, artisans, fishermen, etc.). Though the percentage of the rural population below the poverty line has been coming down gradually, in absolute numbers the rural poor have been increasing at the rate of about five million persons per year. Some bleak forecasts envisage an increase in the percentage of the population below the poverty line by the end of the century, unless development policies are drastically recast. Even the most optimistic estimates do not expect a reduction of the percentage of population living in poverty to a level below 40 per cent.

*Cited by the Planning Minister in reply to a Question in the Rajya Sabha on 27th November 1980.

Urbanisation

Population and income levels are closely bound up with the rate of urbanisation. Most of the exercises in futurology envisage two alternative patterns: high population growth, low rate of urbanisation and low incomes, on the one hand, and high, income growth, high urbanisation and low population growth on the other.

India's urban population rose from 11 per cent of the start of the century and 20 per cent at the 1971 Census to 23.7 per cent in 1981. For the year 2001, estimates of the likely urban population range from 29.5 per cent to 33 per cent. Even at the lower estimate, India's urban population will be 300 million or more than the present total population of the USA or the USSR.

Education

According to Dr. Malcolm Audishesha*, significant strides in education can take place only if the educational system is democratised by making it accessible to all persons, particularly the rural landless, artisans and the urban poor, both adults and children. The growth of adult literacy is therefore a variable, in estimating the growth of newspaper readership, which is difficult to predict. Assuming the present rate of increase in adult literacy by 0.75 per cent annually, there will be 50 million more non-literate adults by 2001 because of the increase in population. However, there will also be a great increase in the number of the literates.

Next only to urbanisation, increase in women's education will have a great impact on newspaper circulation and readership. It is assumed in the study that the increase in female literacy will continue to be at the rate reflected in the rise of female literacy from 18.70 per cent at the 1971 Census to 24.88 per cent in 1981.

Likely newspaper circulation, language-wise

It is more meaningful to attempt to estimate the likely increase in circulation of newspapers language-wise than State-wise. Newspapers in languages like Hindi, English and Urdu have a multi-State provenance. Besides, there is a considerable circulation in some linguistic States of newspapers published in languages other than the State's official language.

Language-wise projections of newspapers circulation in the year 2001 can be done in two ways :

- By applying the annual growth rate in circulation over the last two decades, to the circulation base in 1979 and
- by applying the concept of circulation per thousand persons speaking that language, between 1952 and 1979.

The second approach takes into account both the past growth rate in circulation and the estimated population in 2001 A.D., and has been preferred.

As regards the rate of growth in circulation, it has been relatively steady in the case of some languages, but not so in respect of others, as will be seen from Tables 4 and 5.

*Indian Education in 2001, NCERT 1975

TABLE 4

Annual Growth rate in circulation of newspapers of all periodicities in various languages (percentages)

Language	1960—70	1970—79	1960—79
Assamese	5.8	6.9	8.2
Bengali	3.4	11.4	9.0
English	7.0	4.7	7.5
Gujarati	6.4	3.7	6.2
Hindi	5.6	10.5	10.7
Kannada	6.5	8.9	10.4
Malayalam	9.1	8.2	12.2
Marathi	5.3	3.5	5.3
Oriya	5.9	4.7	6.6
Punjabi	6.0	11.5	11.9
Tamil	2.3	4.7	3.9
Telugu	5.7	7.6	8.7
Urdu	2.5	3.5	3.3

TABLE 5

Annual growth rate of the circulation of daily newspapers per 1,000 of the language speaking population (percentage)

	1952—60	1960—70	1970—79	1952—79
Malayalam	15.2	3.9	1.1	8.9
Gujarati	8.1	5.5	2.0	7.5
Marathi	12.6	4.5	2.5	9.6
Tamil	25.6	1.8	-2.3	7.0
Urdu	-0.5	-1.0	2.6	0.3
Bengali	-3.5	6.6	4.2	2.4
Kannada	13.2	3.0	1.8	7.8
Punjabi				
Hindi	14.7	0.6	9.4	12.1
Sindhi				
Telugu	7.5	0.6	9.5	8.6
Assamese	2.0	38.5	9.5	31.0
Oriya		8.0	-0.4	2.7

Two levels of growth—low and high—have been projected on the basis of the growth rate figures given in Tables 4 and 5 in respect of each language. The range between the two levels is wider in the case of languages whose growth rate has not been steady.

Figures of the country's population language-wise are not available for the year 1981 since the Census figures in this regard are still to be published. Estimates have, therefore, been made for the years 1981 and 2001. In the case of English, it is returned by very few persons as mother-tongue and the

identification of English or other language as a second language is not regarded as reliable.

The share of English language publications in the total circulation of dailies has been going down steadily, and the share of Hindi and of most other Indian languages has been going up as will be seen from Table 6.

TABLE 6

Language	Circulation as per cent of total circulation of daily newspapers					
	1952	1960	1970	1979	Likely in 2001	
					Low	High
	%	%	%	%	%	%
Assamese	0.1	0.1	0.4	0.5	0.5	1.4
Bengali	9.5	4.3	5.9	6.3	8.5	4.3
English	27.6	26.7	24.8	22.5	19.2	17.3
Gujarati	7.4	7.0	8.7	8.0	8.8	7.4
Hindi	15.0	15.4	16.1	23.0	20.5	29.8
Kannada	2.8	3.2	3.3	3.0	3.2	2.8
Malayalam	7.8	9.9	11.3	9.6	9.9	10.1
Marathi	7.6	8.6	9.9	9.5	11.3	10.4
Punjabi	0.9	1.1	0.5	1.7	3.1	1.9
Tamil	6.6	10.7	9.9	6.2	11.2	5.6
Telugu	3.9	3.2	2.6	3.7	3.2	3.7
Urdu	8.4	6.4	4.4	4.3	4.4	2.4
Other Languages	0.6	2.5	1.9	0.7		2.9
All Languages	100.0	100.0	100.0	100.0	100.0	100.0

A projection of this trend would suggest that nearly one-third (32.6 per cent) of the total circulation of all publications in the country will be in Hindi by the year 2001. The share of English publications is likely to go down to 19.2 per cent (at the lower level of anticipated growth of the Press) or to 17.3 per cent at the higher level.

Following are the highlights of the findings regarding circulation :

1. The circulation of dailies, in all languages taken together, will go up from the 1979 level of 13.2 million to twice or four-times that size (see Table 7), though there will be considerable variation in growth rate from language to language.

2. Language-wise, Hindi dailies (with a circulation of 30.5 lakhs) already ranked first, in 1979, with a small lead over English dailies (29.7 lakhs). It is likely that as against 23.11 per cent in 1979 the share of Hindi dailies in the total circulation of all dailies will be between 21.22 per cent and 33.52 per cent in 2001. Correspondingly, the share of English dailies in the total circulation of all is likely to drop from 22.50 per cent in 1979 to between 19.18 per cent and 20.23 per cent.

3. Taking the circulation of newspapers of all periodicities together, the circulation is likely to go up from the 1979 level of 44.9 million by 2.5 to 3 times, to between 98.6 million and 126.9 million. (See Table 8). This suggests that, if the higher estimate of growth of the circulation of dailies proves true, the share of daily newspapers in the total circulation of all newspapers will rise.

TABLE 7

Projected language-wise circulation of dailies in 2001

(using growth rate in circulation per 1,000 language speaking persons)

Language	Circulation in 1979 (in lakhs)	Projected circulation in 2001	
		Low (in lakhs)	High (in lakhs)
Assamese	0.7	1.4	7.7
Bengali	8.4	18.6	29.5
Gujarati	10.6	22.2	40.3
Hindi	30.5	51.3	161.5
Kannada	3.9	8.1	15.5
Malayalam	12.7	23.5	54.9
Marathi	12.5	28.4	56.4
Oriya	1.3	2.1	3.1
Punjabi	2.2	7.9	10.8
Tamil	8.2	18.1	30.1
Telug	4.8	8.1	20.3
Urdu	5.7	10.2	13.0
English	29.7	48.6	104.4
Other languages	1.1	1.2	2.7
Total circulation in lakhs	132.1	249.7	550.2
Millions	13.2	25.0	55.0

TABLE 8

Projected language-wise circulation of all newspapers in 2001

Language	Total circulation of all newspapers (in lakhs)		
	in 1979	Projected for 2001 on the basis of revised population estimate	
		Low	High
Assamese	1.8	4.2	4.4
Bengali	28.2	73.8	107.7
Gujarati	25.8	46.3	55.1
Hindi	114.1	280.0	403.9
Kannada	15.3	38.1	48.2
Kashmiri			
Malayalam	40.1	128.3	134.9
Marathi	25.4	41.6	48.6
Oriya	3.2	6.5	7.1
Punjabi	7.5	24.8	29.0
Sindhi	0.8		
Tamil	48.2	83.8	98.9
Telugu	17.9	37.8	50.1
Urdu	19.2	27.1	33.3
English (@ 19.2%)	102.2	189.4	241.4
Others (@ 0.5%)	14.8	4.9	6.3
TOTAL	449.7	986.6	1,268.9

The variation between the low and the high estimates is the direct consequence of (a) the historical growth pattern (1952-1979) in the case of each daily language press, and (b) the overall and relative development of the press in relation to other languages. In the case of languages where the Press has already reached a considerable growth level (compared to other languages) the variation between the low and the high estimates is likely to be low. (In the case of Bengali dailies, one reason for the low variation could be immigration which has perhaps neutralised its otherwise significant growth).

Likely size and profile of readership

The relatively new concept of readership adds valuable dimensions to the understanding of the reach of the Press in a country. Figures of circulation do not provide any clue to male-female characteristics in the exposure to the Press, or to exposure by the age group or by the income of readers. Nor, in the absence of reliable figures of the rural-urban components of circulation figures indicate the extent of penetration of the Press into rural India.

The first National Readership Survey was conducted in India in 1970 and the results were published in 1972. Whereas this survey covered both urban and rural areas, the second N.R.S., conducted in 1978, was limited to urban India where literacy, purchasing power and therefore newspaper readership are concentrated. Therefore, while a measurement of the increase in urban readership over the period from 1970 to 1978 is available (it doubled from 24.6 million adults in 1971 to 47.6 million in 1978), there is no corresponding estimate of the increase in rural readership over the same period. It could be argued that, in view of the vast potentiality for newspaper readership in rural areas the growth rate might have been the same as in urban India. While an increase in readership at the same rate as in the urban has been taken as the higher limit, it has been considered realistic to assume half that growth rate as the lower limit. The reason is that the trend of increase in rural literacy is not matched by increase in the level of prosperity of the rural population. The rural rate of adult literacy moved up from 21.61 per cent in 1961 to 27.12 per cent in 1971 (the rural-urban break-up of the overall national literacy rate of 36.17 per cent as of the 1981 Census is not yet available). However, available estimates point to the likely persistence of as much as 40 per cent of the rural population below the poverty line in the year 2001 compared to 50.82 per cent in 1977-78.

The highlights of the findings of the study regarding readership are as follows:

1. As against the exposure of 43 million adults (13.2 per cent of the then adult population) in India to the Press in 1970, as ascertained by NRS I, the readership is likely to go up to between 185 million and 256 million by the year 2001 (i.e. between 18.52 per cent and 25.63 per cent of the estimated adult population in that year).

2. In 1970, the urban-rural distribution of exposure to readership was : 37.2 per cent of adults in urban areas (where literacy for all ages was 52.5 per cent); and 7.1 per cent of adults in rural areas (where literacy for all ages was 23.6 per cent). In other words urban exposure to the Press was five times that of the rural though literacy in urban India was only slightly more than twice that of the rural areas. As against this picture the disparity in readership is expected to narrow by 2001 to an urban : rural ratio of 80:20 as against 67 : 33 in 1970.

3. The data gathered during NRS I suggested a readership of three persons per copy of a newspaper. Readership per copy is likely to come down to slightly below or above two persons per copy by 2001.

Newsprint requirements of dailies

The data on the average number of pages and page size of dailies given in the Reports of the Press Registrar show that these have been fairly constant during the last ten years. For example in 1975 the average number of pages per issue of a daily was 4.7. In 1979, it had increased only to 5.0 pages. The average page size was 1890 square centimetres in 1965 and 1859 square centimetres in 1979. The Reports of the Press Registrar also give information on the newsprint allocation to dailies over the years.

Assuming that the average page level of big, medium and small papers and the average page size remain the same the newsprint requirements of dailies in 2001 have been worked out on the basis of two different estimates of the projected circulation-growth of dailies language-wise and State-wise. (Table 9)

TABLE 9

Basis for projection	Circulation of dailies in 1979 (in thousands)	Projected Circulation of dailies in 2001 at		Newsprint allocation to dailies in 1979 (in tonnes)	Newsprint requirements per year in 2001 on the basis of	
		Low Level of growth	High Level of growth		Low level of growth	High level of growth
(in thousands)		(in tonnes)				
1. Language-wise projections		25,260	54,400		5,11,646	11,02,086
2. Statewise projections	+13,229	35,785	46,201	2,76,810	7,28,582	9,40,652

+Refers to place of publication.

Likely turnover of daily newspapers

From a study of the financial data of 50 newspaper undertakings publishing 90 dailies in 1977-78 it was found that the ratio between circulation and advertisement revenue was 47:47. In 1980 the circulation and advertisement revenue ratio of 18 dailies was 43:52.

The proportion of revenue from advertising is likely to increase beyond 50 per cent of the total revenue and also that

at the 1982 price level the price of a daily newspaper will vary from 50 paise to 150 paise in 2001.

Projection of the total annual revenue of daily newspapers in 2001 at three levels of retail price (50 paise, 100 paise and 150 paise) three levels of proportion of revenue from advertising (50 per cent, 55 per cent and 60 per cent) and at both the low and high circulation levels are given in Table 10.

TABLE 10

Projected annual revenue of dailies in 2001

(In Rs. crores)

Proportion of advertisement revenue in total revenue	Revenue in 1979	Average retail price of a daily					
		50 paise		100 paise		150 paise	
		Low level of circu- lation	High level of circu- lation	Low level of circu- lation	High level of circu- lation	Low level of circu- lation	High level of circu- lation
50 per cent	354	878	1,893	1,757	3,787	2,687	5,684
55 per cent		899	1,942	1,802	3,883	2,702	5,827
60 per cent		923	1,988	1,845	3,976	2,769	5,967

Manpower requirements of daily newspapers

The Annual Reports of the Press Registrar give information on correspondents/reporters/other editorial staff retainers and non-journalists employed by daily newspapers of different categories big, medium and small. However, the information is only in respect of dailies, and those among them which choose to give the data to the Press Registrar. For example, in 1979 only 443 out of 1173 dailies gave information on non-journalists employed by them. On the basis of the data given

in the annual reports of the Press Registrar for four different years between 1967 and 1979, two levels—low and high—were worked out of the number of personnel of different categories employed per one lakh of the circulation of daily newspapers. For reporting and editorial staff the low and high levels were 250 and 350 persons per one lakh circulation.

On this basis and on the basis of the low and high circulation levels of dailies envisaged by the year 2001 the manpower requirements of dailies by the end of the century are projected as follows:

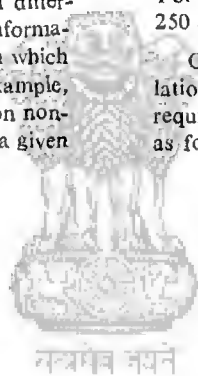


TABLE 11

Manpower needs of dailies in 2001

Category of personnel	Position in 1979		Level of re- quirement of person- nel	Manpower requirements in 2001	
	No. of reporting dailies	No. of employees		At low level of circulation	At high level of circulation
1	2	3	4	5	6
I. Correspondents	233	3,412	Low	62,825	1,35,325
Reporters	256	4,125			
Editorial	447	3,993			
Others		969	High	87,955	1,89,455
II. Retainers	217	5,554		37,695	81,195
			High	57,799	1,24,499
III. Non-Journalists	443	21,504		1,13,000	2,43,585

Policy implications

The various projections of likely circulation of daily newspapers and periodicals, presented above, are on the assumption that inputs for newspaper production will continue to be available at least as easily as (or without markedly greater difficulty than) during the last two decades. If the present level of circulation in relation to population has to be maintained over the period till 2001 A.D., the growth-rate cannot afford to be less than the level of the last twenty years.

The implications regarding the need for availability of sufficient newsprint and of composing and printing machinery will be obvious. The increase in newspaper prices following the steep rise in the cost of newsprint (and in some cases the implementation of improved pay scale for newspaper employees under the Palekar Award) led to a decline in circulation during the first six months of 1981 as compared to the corresponding period in 1980. Whether this proves to be a temporary drop, and circulations pick up again as they did in the past, remains to be seen. Policy makers should keep in mind the requirements of newspaper growth in the coming decades while deciding on such matters as provisions for investment in increase indigenous production of newsprint, import duty or excise duty on newsprint, import or the development of indigenous manufacture of composing and printing machines and duties thereon, or other measures which will affect the financial viability of newspapers.

The anticipated growth of the Press will also depend on the extent to which the Government is able to eradicate poverty and illiteracy from the people. Over 40 per cent of the population are now said to be below the poverty line. Until their lot improves, it will not be possible to bring these people into the fold of mass media.

It is now recognised that we are unlikely to achieve universal education even in the next 50 years. Since the people who have formal education are also the ones to read newspapers, the growth of the press will be subject to the spread of formal education. In this connection it may be useful to recognise the role of the Press in promoting informal education.

The general lack of professionalism in the Indian Press is mainly because of absence of trained personnel. If the Press is to achieve its growth potential in the coming 20 years it will require about four times more manpower. It will be necessary to provide facilities to impart basic skill oriented training to that many number of persons. The existing training facilities will, therefore, have to be expanded to meet the requirements.

Since the future growth of the Press will be more in the Indian languages, it will be absolutely necessary to make the training contents Indian language based. The medium of instruction in most of the journalism training institutions today is English. This has to be drastically changed. A training course not tuned to the requirements of an Indian language Press is likely to become irrelevant.

Appendix XII.6

Communication research by professional institutions

This note surveys briefly the work done in the field of communication research by some leading professional institutions.

The National Institute of Community Development conducted during 1965-68 the first large-scale study of diffusion of innovations, covering 680 farmers in 108 villages. It was a pioneering effort which brought out the importance of information flow through inter-personal communication.

Studies conducted by the Central Institute of Family Planning have also contributed to better realisation of the limited reach and role of the mass media and the need to integrate mass media with interpersonal channels and to utilise local, traditional forms of entertainment, and the importance of personal contacts with the field staff to ascertain their problems and secure feed-back on the relevance and usefulness of the programme in relation to locally felt needs.

The Indian Institute of Management, Ahmedabad conducted in 1974 a study of "Farmers' ignorance and the role of television" in the coverage area of the Delhi Centre of Doordarshan. It brought out the fact that the vocabulary and the mode of presentation in the Krishi Darshan programmes were such that the farmers could not follow more than half of the crucial expressions used to refer to weight, agricultural inputs, etc., even in the relatively developed area around Delhi. This finding is of equal relevance to the Press, particularly to newspapers in the Indian languages.

The Centre for Development of Instructional Technology (CENDIT) is another professional institution which has undertaken useful studies. These include one on the effectiveness of documentaries made by the Films Division of innovative agricultural practices. The study, carried out in the mid-seventies in the Saharanpur district of Uttar Pradesh, showed that too many facts and figures should not be packed into a short-duration film; that one screening is not enough; and that the film should indicate how and where the recommended agricultural implements or inputs can be secured, if the film screenings are to be action-oriented rather than merely informative.

Annexure mentioned on page 32 of Part 2 of the Joint Minute of Dissent

THE CASE OF THE HINDUSTAN TIMES

Shri B.G. Verghese took over as Editor of the English Publications of the *Hindustan Times* Group on 1st January 1969. On 8th August 1974, he received a communication from Shri K.K. Birla, Chairman of *Hindustan Times* Limited informing him that a change of Editorship was contemplated. Between 1969 and 1974 Shri Birla and Shri Verghese exchanged numerous letters on various aspects of the Press. The correspondence falls into two broad subject headings : (i) diffusion, delinking and social control, and (ii) Owner-Editor relations.

Diffusion, Delinking and Social Control

The idea of a Trust form of ownership for the *Hindustan Times* Group was mooted by Shri Verghese early in 1970. In his report to Shri K.K. Birla, dated 4th January 1970, after one year as editor, Shri Verghese said that the Press had been under attack and especially the bigger papers and the "so called monopoly Press" in which the *Hindustan Times* was included. This was a politically inspired campaign and did not hurt the *Hindustan Times* since it was not well-founded. Nevertheless, a climate of opinion was being built up which should be taken note of. There was a cry for diffusion of ownership of the Press and for workers participation in the management. He suggested an alternative for Shri Birla to consider. He asked Shri Birla if, without any prejudice to the ownership of the *Hindustan Times* or to the direct relationship between him and the editor it would be worth considering setting up a board of editorial Trustees consisting of some five or seven persons of repute in public life who would serve as a body of independent consultants meeting say once a quarter to review the working of the paper/group. The Trustees would not determine editorial policy, which was already laid down, but would have opportunity to discuss its implementation, the news content of the paper, its quality, etc., and be available for such consultation as might be helpful in planning ahead. Shri Birla replying to Shri Verghese on 6th March 1970, referred to the "cry for diffusion of the ownership of the Press" and said he thought that such a cry was based more on political reasons than on merits. He pointed out that most of the shares of *Hindustan Times* were held by several of "our companies." The shares of these companies in turn were held by numerous shareholders. He asked what was wrong even if it was assumed that *Hindustan Times* was a capitalist paper. He queried : "In case the socialists and communists could have their paper, why can't industrialists have their paper." He said that the *Hindustan Times* followed a certain policy and adopted certain aims which had been set out in the Memorandum and Articles of Association. Thus, Shri Birla argued "that despite its representing the rightists in our society, the aim of *Hindustan Times* has been made fairly liberal." Shri Birla dismissed the idea of workers' participation in management as "unrealistic philosophy."

About the Board of Trustees, Shri Birla said that he had no objection in principle to the appointment of a Board of Trustees.

Such Trustees would naturally have "to be people who are to the right of the centre." They would act not only as consultants but they would also keep a restraint on the editor to ensure that he followed the policy as laid down. But he foresaw problems in the proposed arrangement and mentioned a similar experiment in the *Statesman* which had failed.

In a letter to Shri Birla on 16th March 1970, Shri Verghese clarified that his proposal for a Board of Editorial Trustees was no more than a suggestion for consideration. What he had in mind did not involve any transfer of ownership or even of any proportion of shares. He had only wondered whether the appointment of a body of liberal and independent-minded persons with a standing in public life as editorial Trustees or consultants might offer a practical and desirable way of coming to terms with the demand for 'diffusion of ownership,' 'public trust' etc. heard from time to time. The *Statesman's* experience had not been very happy. According to him, the object, if any, should be broad guidance and advice rather than interference on the part of any Trustees.

When the issue of the termination of the services of Shri Verghese as editor of *Hindustan Times* was taken up with the Press Council by a number of journalist bodies and individuals early in 1975, Shri K.K. Birla moved the Delhi High Court questioning the jurisdiction of the Press Council in the matter. Shri Verghese had then filed an affidavit in the course of which he said that ever since the Report of the First Press Commission there had been a continuing debate about the need to "delink" newspapers from large industrial houses or "so-called monopoly houses" and to "diffuse" their ownership among a reasonably large number of shareholders. The Monopolies Commission had also touched on this matter. It was against this background, he said, that soon after joining *Hindustan Times* he had taken up this question with Shri K.K. Birla, both orally and in writing. The sequel was the correspondence quoted in the preceding paragraphs.

Shri Verghese said in his affidavit that in August 1971, the Government of India had circulated a draft amendment to the Companies Act with the object of "delinking" and "diffusing" newspaper ownership. Under the proposed amending legislation Corporate or individual ownership (inter-connected) was subject to a limit of 5 per cent of the total capital. Total corporate shareholding was limited to 20 per cent. Excess shares were to be diffused among the newspaper's employees and the public. The employees would be entitled to elect 50 per cent of the Board of Directors as employees not as shareholders. The shareholders (including employees shareholders) would elect the other 50 per cent. No shareholder would enjoy more than 0.5 per cent voting rights irrespective of his shareholding which in any case could not exceed 5 per cent. Surplus votes would be exercised by the Public Trustees. Thus unless there were 200 shareholders each exercising 0.5 per cent votes, the Public Trustees would intervene.

In other words, Shri Verghese said, under the amendment the *Hindustan Times* would have passed out of Shri K.K. Birla's hands, and he would have been virtually expropriated. The *Hindustan Times*, he said, opposed the proposed amendment editorially and eventually it was withdrawn. The Government however remained under strong pressure to proceed towards "diffusion" and "delinking."

Shri Verghese said that section 12(2) of the Press Council Act enjoined on the Council to study developments which might tend towards monopoly or concentration of ownership of news papers, and if necessary, to suggest remedies. The Press Council of India had, in pursuance of this aim, set up a committee to study monopolistic tendencies in the Press. Shri Verghese said that during this period the Chairman of the Press Council, Shri Justice Rajagopala Ayyangar got in touch with him as well as with Shri Birla with a proposal for voluntary trustification or an editorial Board of Trustees. This, according to Shri Verghese, would have preserved the independence of the *Hindustan Times* and would have maintained the Birla connection. He said that the proposal was openly made and discussed and its acceptance was left to Shri Birla's free will. Eventually however, the proposal was dropped since Shri Birla did not feel inclined to pursue it at that time.

In his petition to the Delhi High Court challenging the jurisdiction of the Press Council to go into Shri Verghese's case, Shri Birla had charged that Shri Verghese and Justice Rajagopala Ayyangar had "co-authored" and "conspired" to "dis-establish" Shri Birla's interests in the *Hindustan Times*. Shri Verghese characterised this charge as unfounded and frivolous.

The correspondence exchanged between Shri Verghese and Shri Birla on the initiative of the Chairman of the Press Council is briefly summarised below :

On 17th May 1973, Shri Birla wrote to Shri Verghese to say that Shri Ramnath Goenka had got an indication that it would be perhaps regarded as satisfactory in case a Trust was formed only for the editorial policy. The *modus operandi* would be that there would be no sale of the shares and the Board of Directors would function in a normal manner. An editorial Trust would "keep an eye on the editor" without interfering with his work.

Shri Birla also enclosed a note dated 16th May 1973. This note said, among other things, that just as the Government desired that no company should be permitted to hold shares of newspapers, it should also be stipulated that no governmental institution—L.I.C., Banks, financial institutions—should hold shares of newspaper companies.

In reply to Shri Birla's letter of 17th May, Shri Verghese whose letter was undated said that he had discussed the matter with Shri Justice Rajagopala Ayyangar (Chairman of the Press Council). Setting out the Judge's views, the letter said that it would be desirable to have a Board of Trustees on the editorial side, but the question was how this should be constituted. Preferably the present owners should suggest a panel of names, out of which a certain number might be approved as Trustees by Government. Shri Verghese posed a number of questions about the functions of the Board, transfer of shares, financial control by the Board etc. Shri Verghese said that Shri Justice Rajagopala Ayyangar felt that it would be advisable to avoid undue delay because of "continuing pressure on the Government to take early action."

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Shri Birla's reply of 3rd July 1973 commented in detail on the various points and said that there was no question of donating or selling to the Trust "all the shares that are being held by our companies." Shri Goenka had "no intention whatsoever of selling any of his shares." He was thinking of forming only an editorial Trust. Shri Birla reacted vehemently against the suggestion for Government's approval for individual members constituting the Trust. "I am firmly of the view that Government should have nothing to do with newspapers.....", he said. About who could be Trustees, Shri Birla said, the policy of the paper was, "centrist—if anything, right of the centre", and so the Trustees "should also necessarily conform to those views."

Shri Verghese wrote to Shri Birla again on 8th September 1973 to say that Shri Justice Rajagopala Ayyangar felt that unless the big papers themselves proposed a viable alternative, the Government might be compelled to act on the lines recommended by more radical elements. The Judge was keen to safeguard the Press against "rash radicalism that might rob it of its freedom".

Shri Birla replied on 6th November 1973. He said he had had discussions with Shri C.R. Irani and a "few friends". They had all advised against entertaining any idea of a Trust. Shri Birla reasoned that even if the Government were to amend the Companies Act, it would not result in any insurmountable problem, "as far as we are concerned". In the proposed amendment, Government was planning to limit the voting rights, irrespective of the number of shares held, to half of one per cent of the total voting rights of all shareholders. This meant that for a shareholder to exercise his right properly, there would have to be 300 shares in a company. Shri Birla added : "If the worst comes to the worst, and in case the Government did decide on delinking the ownership of the Press and diffusing it, we could then offer the shares of the paper to some 200 or 300 persons whose views correspond to the policy that has been followed by the *Hindustan Times*".

After another talk with Shri Justice Ayyangar, Shri Verghese wrote to Shri Birla on 4th December 1973 reiterating that if the newspapers themselves did not come forward with their own solutions Government might soon be compelled to bring in its own legislation.

Shri Birla's reply of 17th December was the briefest in the series. He repeated what he had said earlier that if delinking took statutory shape, it should not be difficult to sell off the shares to such members of the public "whose views conform to the policies advocated by the *Hindustan Times*".

On 6th May 1974, Shri Verghese wrote to Shri Birla reviving the Trust idea in the context of the history of the *Hindustan Times* being officially written by Shri C.P. Ramachandran, Assistant Editor, on the occasion of the 50th Anniversary of the paper. Shri Verghese wrote : "I think it would be of great interest to have some reference to the suggestion in the late 1950s or early 1960s that the paper be converted into a Trust and the steps taken towards that end including amendments in the Memorandum of Association and the reasons that came in the way of going ahead, as I understand, on account of some changes in the Company Act and the wide powers bestowed on the public Trustee. This could be mentioned in the section dealing with the Government's subsequent campaign on "diffusion" and "delinking", the draft Bill in this regard that the Government brought forward in 1971, and our strong opposition to it editorially." Shri Birla acknowledged this letter on 10th

June 1974. Shri Verghese and Shri C.P. Ramchandran met Shri Birla on or about 24th July in Delhi and discussed the Trust idea.

Owner-Editor Relations

In the meantime, relations between Shri Birla and Shri Verghese had soured. Shri Verghese as Editor was answerable to Shri Birla. The first sign of trouble was over certain reports in *Hindustan Times* about Shri Sanjay Gandhi's Maruti car. Shri Birla had first talked to Shri Verghese on phone. After this, Shri Verghese wrote to Shri Birla on 19th September 1973 explaining some of the reports about Shri Sanjay Gandhi's car project which had appeared in the *Hindustan Times* and *Evening News* earlier in September. He also told Shri Birla that the editors had shown great forbearance in accepting the letters sent by Wing Commander Choudhary of Maruti Limited "although these were sent to us personally through a senior information official of the Prime Minister's Secretariat". Shri Verghese said this was very improper and was the kind of thing that aroused a great deal of suspicion and lent credibility to the various public charges being made about official favours being bestowed on Maruti Limited.

Shri Verghese also referred to the Modi Flour Mills case about which apparently Shri Birla had spoken to him on telephone and reported the some representatives of the Mills had tried to induce the editor incharge of *Evening News* to publish little or nothing about the case with the offer of advertising. This was "highly improper", he said.

Shri Birla replied on 3rd October 1973 and said that the complaint he had heard about the letter of Wing Commander Chowdhary of Maruti Limited was that it was "abridged by us". Shri Birla proceeded to say that an editor was entitled to summarise a letter, but pointed out that "whenever any scissor is applied by the editor it causes lot of disgruntlement". Shri Birla added: "Hence if a letter or an article is received from any important person, my advice would be that either such a piece is published in full without abridging it or in case, for any reason, it is to be summarised, the piece is sent back to the person concerned requesting him to summarise it rather than the editor taking the onus on himself". Shri Birla acknowledged that it was wrong of Modi Flour Mills to have tried to influence the editor against publishing any news concerning the case with an offer of advertisements in *Evening News*. He said: "This, in my opinion, was nothing but a sort of bribe to the editor".

On 10th October 1973, Shri Verghese wrote a brief letter to Shri Birla saying that he would explain to Wing Commander Chowdhary that there was no relevant aspect of his letter that was not published. About Modi Mills case, he said he had told the *Evening News* that it should be treated on merits and not unduly featured beyond the news-worthiness of the case.

In March 1974, Shri Birla wrote two letters to Shri Verghese objecting to the manner in which reports about Shri Lalit Narayan Mishra were being published in the paper. On 21st April 1974, Shri Birla reverted to Shri L. N. Mishra and quoted from the *Hindustan Times* of that day to say that a headline attempted to run down Shri L. N. Mishra. He said the text also supported his contention.

Shri Verghese replied in detail on 29th April 1974 and said that the situation in Bihar "seems to be quite scandalous with the administration at a standstill while congressmen fight each other in the most unprincipled manner without the slightest

thought for the good of the State or the country". Therefore, he said he felt that the *Hindustan Times* story and headline merely stated in straight-forward fashion the salient development of the day without taking sides. He told Shri Birla that occasions would arise in the future also when it would be incumbent on the Press to raise its voice forcefully against a wrong doing, manipulation, corruption and misdirection by the Government, various political parties or highly placed individuals.

There was a sudden turn for the worse in the relations between Shri Birla and Shri Verghese in May 1974. On 28th May 1974, Shri Verghese wrote a letter to Shri Birla in the course of which he said: "I will by the end of 1974 have been Editor of the *Hindustan Times* for six years. While this is not a longer innings than other Editors or organisational heads have enjoyed, it represents a fair span of time. Having 13 more years to run before attaining the age of superannuation my stepping down would open up avenues for promotion that could, in principle, invigorate the paper.". Shri Verghese said that he felt it would be very good for the paper if he stepped down as editor at the end of the year and become an Associate Editor and his Deputy took over as editor. It would place emphasis on professional work and worth rather than on designational status and it would place the institution and collective professional leadership within the paper over the individual. Shri Verghese added that the idea of an Editorial Board of Trustees could again be re-considered, without prejudice to the ownership, as part of the larger editorial reorganisation he was proposing.

Shri Birla wrote back on 25th June 1974 turning down Shri Verghese's suggestion of editorial reorganisation as unworkable. He added:

"I am aware of the fact that towards the end of 1974 you would be completing the sixth year of your editorship of *Hindustan Times*. To be honest to you, preference has been made to this long tenure by several other people also including Ministers, MPs and politicians who have been saying that no one should continue as the Editor of a newspaper for more than five years. Out of sheer regard for you I had not conveyed to you until now what others have been advising me for the last two years or so. But now that you have yourself raised this issue I thought I should disclose this to you in all fairness.

"Getting another Editor in your place further poses the question as to what is going to happen to you. When some friends mentioned to me about the need to have a change in the editorship, this has always been one of the points upper most in my mind so that you are not put to any financial difficulties. During the period of six years, our relations have been so cordial that I could not help feeling genuinely concerned about your own future in the event of a change in the editorship. If you were to step down from the editorship, would you care to take up an assignment in the paper outside the country like U.K. or U.S.A.? Or, do you think that there are reasonable chances of your getting fixed up elsewhere? I would like to have your views in the matter."

Shri Verghese responded on 26th July 1974 in a letter to Shri Birla which *inter alia*, said "When I proposed stepping down, I had no thought of leaving the *Hindustan Times*. Nor am I averse to continuing as Editor should you feel that on a consideration of all factors a change is better avoided at this time. My intention was, and remains, to try and strengthen

the institution and to set an example that might establish a useful and worthwhile professional tradition".

Shri Birla wrote three letters to Shri Verghese, all dated 8th August 1974. They were received by Shri Verghese in a series although they all bore the same date. The first-one said: "I was surprised to see a review of the Modi Flour Mills case published in the columns of the *Hindustan Times* dated the 6th August. I do not know whether it was at all necessary for us to have made a review of that case in such a way....." Then there was a reference in the same letter to Shri L.N. Mishra which said: "Another person whom the *Hindustan Times* has picked out for attack is Shri L.N. Mishra as may be seen from a news-item published on the 5th of August....." In another letter of the same date (8th August 1974), Shri Birla said: "I am enclosing herewith a copy of the note sent to me by Shri K. N. Modi. As I had mentioned to you in another letter I did not approve at all of the publication of the review of the pending cases (of Modi Mills) by *Hindustan Times*..... The third letter said that Shri Birla wished Shri Verghese to leave the *Hindustan Times* as editor some time in January or February 1975.

Shri Verghese wrote two letters to Shri Birla on 13th August 1974. One of them explained in detail the case about the Modi Mills coverage in the newspapers. He said: "Mounting corruption is possibly the largest single problem concerning the country today. It has corroded the integrity of public life, debased politics, played havoc with the economy and roused popular resentment and anger to a dangerous pitch. Events in Gujarat and Bihar are manifestations of this popular anger, whether or not one approves of some of the tactics employed". Shri Verghese also explained the position about Shri L.N. Mishra. The other letter of 13th August said that his proposal about editorial reorganisation should be considered still borne in view of the circumstances.

Two days later on 15th August 1974, Shri Verghese addressed another letter to Shri Birla expressing surprise over the letter of 8th August suggesting that he should cease to be editor. He asked Shri Birla as to the basis on which any politician or businessman or any other person could advise him unless they felt either professionally or otherwise that *Hindustan Times* was going downhill or from bad to worse and therefore needed to be rescued from the hands of an incompetent editor or because they were resentful or fearful of the independence or integrity of the paper. Shri Verghese observed that those who lacked the courage or the integrity to face the editor directly with their "petty or motivated complaints" had sought to ease him out through other means.

Shri Birla again wrote to Shri Verghese on 11th September 1974 contesting his arguments about the coverage of the Modi Mills case. According to Shri Birla, the *Hindustan Times* should not have covered the case in the manner it did when it was subjudice. He said: "Modi has a feeling, rightly or wrongly, that the news concerning their Mills was deliberately played up just before the hearing to prejudice the judge against them". Shri Verghese replied the next day saying that the item about the Modi Mills appeared "quite fortuitously" on 6th August the day the case came up for hearing. He also said in this letter of 12th September: "We are also pursuing the extraordinary statement made by the Minister of State for Finance, Mr. Ganesh, in the Lok Sabha, that the Government knows the names of the leading smugglers in Bombay—he actually named three—but he is helpless in the matter of either investigation or apprehending them because the Home

Ministry or the Government as a whole has not yet given them the necessary powers they sought under MISA". Shri Verghese added that the situation had now reached a point where unless the breaks were applied hard, the economic and political structure might well go over the brink. "There are already ominous signs all round us", he said, adding that it was in this context that he would view the Modi Mills case.

Shri Birla wrote to Shri Verghese on 21st September 1974 saying that the Modis only wanted no undue publicity being given to the case. In another letter of the same date Shri Birla referred to Shri Verghese's letter of 15th August and assured him that there was no question of there being any lack of confidence in him. Shri Birla said: "Had I held you in poor esteem, surely it should not have taken me five years to discover that. In other words, had I felt that you are not competent it would not have taken me more than six months or a year after your appointment to make up my mind to part company. It is a fact that for the last two years many friends in Delhi have been advising me that no one should remain too long as an editor of a paper of the status of *Hindustan Times*. That some of the friends who so advised me happen to be MPs or Ministers, should not be construed to imply a political motive behind their advice". Shri Birla also said that he respected Shri Verghese's advice that the paper should not become subservient to the politicians. He said he would like to emphatically state that that was not at all the intention.

The correspondence henceforth became increasingly acerbic and on 13th October 1974 Shri Verghese wrote a long letter to Shri Birla summarising the situation thus for the reiterating his stand that he no longer considered himself bound by whatever had previously transpired and that he would examine the entire matter legally. This letter of 13th October said *inter alia*: "I have never believed in Rope Trick. But I now believe that it might just be possible after spending some 10 or 12 hours jointly and separately with you and with Mr. M.D. Dalmia. The ease with which you started levitating within minutes of the commencement of our conversation yesterday—in a purely 'intellectual' sense of course—left me gasping for breath earth-bound as I was. It really was an extraordinary performance and in its own way quite hilarious. You and Mr. Dalmia kept talking about a 'problem'.....". The problem which Shri Verghese spoke about was the anxiety of Shri Birla to avoid publication of the correspondence with him. Shri Verghese said: "As I now see it you had been resisting pressure for my removal for some time, but as the pressure mounted you began to think of ways of accomplishing this distasteful task. And then—out of the blue—came my totally unrelated proposal to step down for reasons that I do not believe that you even now understand. So that provided an opening which was duly exploited.....".

This letter of Shri Verghese produced a whole series of fresh correspondence. Both Shri Birla and Shri Dalmia denied some of the statements attributed to them. They had also objected to certain sentences in this letter and had made it the basis of an enquiry against Shri Verghese. The two sentences objected to were: (i) "But I begin to feel that in some respects you seem incapable of understanding these principles"; and (ii) "What is at issue now is no longer my job. The issue is whether you and the Board can any longer be entrusted with the responsibility of running the HT Group of newspapers which collectively constitute a great public institution." And the correspondence on this matter was continuing when the matter was taken to the Press Council in November 1974 by Shri D.R. Mankekar, note d

journalist and Shri C. P. Ramachandran, Assistant Editor, *Hindustan Times* who and several others had formed a "Hindustan Times Committee" to take up the case of Shri Verghese. Shri C.P. Ramachandran was Chairman of the Committee.

The Role of the Press Council

Shri D.R. Mankekar and Shri C.P. Ramachandran complained that the threatened termination of the services of Shri Verghese as editor of the *Hindustan Times* was a danger to the independence and freedom of the Press in terms of section 12(2) (a) of the Press Council Act. The complainants said that the freedom of speech and expression mentioned in Article 19(1)(a) of the Constitution included freedom of the Press and this freedom had no meaning unless the editor was free from pressure, including pressure from the proprietor.

Asked for his comments by the Press Council, Shri K.K. Birla in his reply dated 6th December, 1974 took preliminary objections regarding jurisdiction of the Press Council to go into the complaints. He contended that the complaints were not maintainable under sections 12(2)(a) and (e) of the Press Council Act as section 12 was intended to help newspapers only if there was encroachment on the freedom of the newspapers from Government or Public authorities. He said that the freedom of the Press was hurt only if under pressure from Government or Public authorities news or comments were not published or news or comments that ought not to have been published were found to be published. The controversy, he said, fell under the Industrial Disputes Act and thus the Press Council had no power to adjudicate.

The Press Council fixed 11 a.m. on 20th January, 1975 to hear the complaints. Shri M.D. Dalmia, a Director of *Hindustan Times* wrote to the Press Council that the preliminary points raised by Shri K.K. Birla should be decided first of all. He also raised another preliminary objection that editors and journalists, as a body, were an interested party in the controversy and so editors and journalists among the members of the Press Council were not entitled either to vote or participate in the discussion. The Secretary of the Press Council accepted that the preliminary points would be considered first.

In the sitting on 20th January 1975, the Press Council rejected the preliminary objection but stated that the reasons would be given only at the final stage. It rejected the request made on behalf of Shri Birla that the reasons be given at once. Shri Verghese was examined on 20th January despite objection by Shri Birla's Counsel that no notice had been given that any witness would be examined.

In his evidence, Shri Verghese spoke of Shri Birla's affirmations about his confidence in him and said these left him with the inescapable inference that the only positive factor dictating the termination of his services was the insistent pressure of Ministers, Members of Parliament, politicians and others. They obviously did not like the independent line followed by *Hindustan Times* and that since the editor was not amenable to pressure they might find a solution by pressing for a change in the editor. About Modi Mills case, Shri Verghese told the Press Council that Modis had been complaining to Shri Birla right from 1973 onwards, that the case had been reported in the *Hindustan Times* in a manner that had been described as sensational, though the case had been reported, according to Shri Verghese, like any other case and since the hearings used to be carried in the *Evening News* the front page carried the headlines. Shri Verghese said that this case had not received any different treatment than other court cases published in the paper.

Shri Verghese said that his discussions with Shri Birla took a new turn when he said that he would go but that he owed an explanation to his colleagues in the paper, the readers and to the public. This could best be done by publication of the correspondence, he said. He had inferred external political pressure in his decision to terminate his services. Shri Birla had denied this but could not give him any reason. Shri Verghese said that he told Shri Birla that if he had left unsaid anything he could write that and he would publish that too. He declined and instead he said that the publication would be unethical and illegal. Shri Dalmia, Director of the Company, had said the same thing in stronger terms. Shri Verghese had a long discussion with Shri Dalmia lasting eight hours and he too could not furnish reasons for termination of his services but was only concerned with the non-publication of the correspondence. On 12th October, 1974 there was a tripartite meeting with Shri Birla and Shri Dalmia. Shri Verghese said he was told that if he published the correspondence whether at that time or even after he had left the *Hindustan Times*, this would be illegal. Shri Birla said that he had consulted his solicitors and he could be sued either in Calcutta or in Delhi. To this, Shri Verghese had replied that if he was to be legally threatened he too would have to reserve his position and examine all matters legally. He said that he had argued the matter on principles. If he was not wanted, he had no wish to stay, but he did have a right and a duty to explain and if he was silenced on this point then his acquiescence would make him a partner in a conspiracy to an action compelled by external pressure that could not but undermine the independence and integrity of the *Hindustan Times* and constitute an attack on the freedom of the Press.

On 21st January, at the request of Shri Birla's Counsel, the sitting was adjourned to 4th February 1975. In the meantime, on 30th January, 1975 Shri Birla filed a writ petition in the Delhi High Court challenging the jurisdiction of the Press Council to go into the matter. The respondents were the Press Council of India, its Chairman Shri Justice N. Rajagopala Ayyangar and 24 other members of the Council besides the complainants, Shri D.R. Mankekar and Shri C.P. Ramachandran and Shri B.G. Verghese himself, numbering 29 in all.

Shri Birla, in his writ petition, challenged the order of the Press Council rejecting the preliminary objections and reserving the reasons to be given only at the end, as contrary to law and principles of natural justice, and null and void. The jurisdiction of the Press Council was questioned mainly on two grounds. Firstly, the complaints, did not disclose any cause of action which brought them within the purview of the Press Council Act so as to enable the Council to assume jurisdiction to entertain them. It was argued on behalf of Shri Birla that the case of Shri Verghese was a direct fight between the editors of the newspapers and the Management about the security of service of the editors and not any question relating to the freedom of the Press. The second ground was that the Press Council was quorum-non-juris inasmuch as the Press Council consisted, *inter alia*, at the time of hearing, of six editors and seven journalists who were directly or indirectly interested and were therefore acting in violation of the provisions of Regulation No. 13 that the exclusion of Shri Chandrakar who was a member of the Press Council in the capacity of a Member of Parliament and Shri Rattan Lal Joshi, Editor, *Hindustan*, New Delhi, who was a member of the Press Council in the capacity of an editor was illegal (the background to this will be explained later in this paper) and the Chairman of the Press Council was biased and pre-judged against Shri Birla.

On behalf of respondents, Shri Birla's right to move the Court was challenged as there was no infringement of any of his legal rights which enabled him to invoke the jurisdiction of the High Court under Article 226 of the Constitution. The Counsel contended that the Press Council was only going into the question of Shri Birla's propriety of action and not the illegality of his action.

He argued that the Press Council, when pronouncing its opinion on the propriety of the termination of the services of an editor, did not like the other Tribunals or forums, afford any relief to the editor or invalidate any action of the employer. Its opinion has no coercive power, it exercised no jurisdiction to nullify any Act, or confer any relief to the party. Its opinion as the opinion of a body of representative journalists and eminent laymen, acted only on the moral plain and it served to inform the public and Parliament in any report it might submit to it, that a gross impropriety had been committed, a mere apprehension that at the end of the inquiry in the matter complained of, the Press Council might arrive at a conclusion of impropriety as regards the conduct of Shri Birla in the context of independence on freedom of Press did not entitle the petitioner to seek a writ of prohibition or any other similar prohibitory order against the Press Council. The Council further contended that the case was not of an inherent lack of jurisdiction but of lack of jurisdiction to entertain the type of complaints. He argued that whether the Acts complained of, were established or not, was only for the Press Council to decide. It was not for the Court to determine whether the Acts complained of, amounted to an interference with the independence on freedom of the Press. He said that the High Court could not sit in appeal against the decision of the body created under the Statute to look into specific complaints and then determine whether there was any threat to freedom of the Press in the removal of Shri Verghese.

Shri Franck Anthony, Counsel for Shri Birla, argued that some of the legal rights of Shri Birla would be infringed if a report of impropriety was ultimately made by the Press Council and thus he had a legal right to come before the Court under Article 226 of the Constitution. Shri Anthony argued that Shri Birla had a legal right to approach the Court when a statutory body acted beyond the jurisdiction conferred by the Statute creating. He said that no authority much less a quasi-judicial authority could confer jurisdiction on itself by wrongly deciding a jurisdictional fact.

The issues to be decided by the Court were :

- (i) Whether functions of the Press Council were quasi-judicial in character ;
- (ii) Whether the Press Council had jurisdiction to entertain complaints;
- (iii) Whether the remedy for infringement of freedom of Press as used in Section 12 of the Press Council Act was available only against State action;
- (iv) Whether freedom and independence of the newspaper as contemplated in Section 12 of the Press Council Act was available to an editor;
- (v) Whether two members of the Press Council, Shri A. K. Jain and Shri Jang Bahadur Singh, disqualified themselves from acting as members of the Press Council;
- (vi) Whether exclusion of Shri Rattan Lal Joshi and Shri C. L. Chandrakar from the deliberations of the Press Council was wrongful; and

- (vii) Whether the Chairman of the Press Council was biased.

In regard to the first issue, the Court held that the nature of duties cast upon the Press Council, the power to require any newspaper to publish the particulars of the inquiry and the elaborate procedure set down in the regulations for hearing of the complaints would lead to the conclusion that the Press Council had to act quasi-judicially. It held that every enquiry held by the Press Council should be deemed to be a judicial proceeding within the meaning of Sections 193 and 228 of the Indian Penal Code. It was also obligatory for the Press Council to give the parties a reasonable opportunity to be heard in the enquiry, to produce evidence, to cross-examine witnesses and to appear before the Press Council by a legal petitioner. All these, the Court held, imparted a duty on the Press Council to act judicially, and consequently the functions performed by it had to be held to be quasi-judicial in character.

On the question of jurisdiction of the Press Council, the Court held that if the proceedings before the Press Council, were without or in excess of the legal authority, then a writ of prohibition would be issued directing the Press Council, which was a statutory body exercising quasi-judicial functions, forbidding it from continuing with the proceedings. And this could be done at the instance of the petitioner (Shri Birla) who had been arrayed as a respondent in the two complaints, and who would be prejudicially affected by the opinion of the Press Council.

The Court proceeded to say : "The cause of action in the two complaints is not for infringement of fundamental right under Article 19(1)(a) of the Constitution but maintaining the independence of the newspaper and freedom of the Press from pressures of any sort, including pressures from the proprietors of the newspaper. The jurisdiction of the Press Council is invoked to remove, what is alleged, a grave threat to the freedom of the Press and independence of the newspapers flowing from the decision of the petitioner to remove Shri B. G. Verghese who has scrupulously and faithfully pursued the policy prescribed for the newspaper. It is also alleged that Shri Verghese was sought to be punished by terminating his services for the sin of exercising his right of freedom of expression. If the allegations are taken as correct and examined in the light of our views expressed on the Freedom of Press and independence of Newspaper including the right of freedom of the editor, then certainly the Press Council has jurisdiction to enquire, and pronounce upon the conduct. Whether the conduct complained of amounts to infringement of the freedom of the Press or interference in the independence of the newspaper would have to be determined by the Press Council."

On the question whether infringement of freedom of the Press would mean only infringement by the State, the Court said : "The whole object of Part III of our Constitution is to provide protection for the freedoms and rights mentioned in this part against arbitrary invasion, infringement or impingement by the State. Article 19 of the Constitution enumerates certain freedom under the caption 'Right to Freedom'. Article 19(1)(a) declares the citizen's right to freedom of speech and expression. Although Article 19(1)(a) does not mention the freedom of the Press, it is a settled view of the Supreme Court that freedom of speech and expression includes freedom of Press. These rights are basic rights which are recognised the natural rights inherent in the status of a citizen. Any illegal pressure or undue influence on the exercise of right to freedom

of Press would be an interference with the liberty of the Press, whoever might be the person who exerted such pressure or attempted to influence or interfere. Such pressure or interference may emanate from any source or come from any direction, not necessarily from the State or public authority. Every illegal act would obviously give rise to a cause of action at the instance of the aggrieved person. If any act of the State or State functionary infringes any of the guaranteed rights under Part III of the Constitution, the remedial measure is also constitutional having been provided in Article 32 of the Constitution. For redress of grievance against others, the ordinary common law remedy is available. The purpose of the Act is to establish a Press Council for the purpose of preserving the Freedom of the Press. If the Freedom of Press was to be preserved only against the State action, then there was hardly any necessity for this legislation. The Constitution under Article 19(1)(a) already guarantees to all citizens freedom of speech and expression, in which freedom of Press is implicit, against arbitrary invasion by the State, and had also provided Constitutional remedy under Article 32 besides the reliefs available under Article 226 or common law. Another forum to pronounce upon the impropriety of infringement of the Freedom of Press by the State alone could not be intended by the legislature, when other wise legally enforceable remedies were already available. We do not think the legislature could have intended to provide a second effective remedy for invasion by the State alone. The concept of freedom of Press mentioned in section 12 of the Act in addition to it being a fundamental right is made a statutory right with statutory machinery to preserve it. Whenever there is infringement or impingement of the freedom of the Press and independence of the newspaper, irrespective of the source of the threat, the jurisdiction of the Press Council is attracted. If there is a violation of right to the liberty of the Press be that by the State, State functionary, Public Authority, companies, individual or any person real or fictional, it will give jurisdiction to the Press Council to pronounce on the impropriety of the action complained of. The Press Council has the responsibility of fostering the development of the Press, protecting it from external pressure, irrespective of the source or origin of the pressure. We are thus unable to persuade ourselves to agree to the contention advanced by the petitioner that the remedy for infringement of the Freedom of Press as used in section 12 of the Act is available only against the State action."

The Court went on to say that any pressure subversive of the freedom of the Press from any quarter, agency or authority, would amount to infringement of that freedom. Any interference with the presentation of the news, views of news, or any attempt to suppress or constrain it would be impairment of that freedom. The Court said that the selection of the news was the sole responsibility of the editor. The sole responsibility for truthful, objective, and comprehensive presentation of news from all corners of the world would be on the editor for the existence or survival of the newspaper as an industry. The judgment said : "There is no question of any policy involved in it. It is only in the matter of comment or criticism of political or other policies that there can be an enunciation of the policy. Such a policy has necessarily to be laid down for any newspaper before the proprietors or owners choose their editors. The proprietors or owners of a newspaper are entitled, if they so wish, to lay down any partisan policy for their newspaper and make the newspaper an instrument of propagation of that policy. The readers of the newspaper would know in advance that the particular newspaper is partisan or even those readers may be interested in the views and comments in favour of such

partisan policy. But once having laid down the policy, the editor has to be left to work independently within the framework of that policy. The expression 'editor' is not defined in the Act itself, but it has the same meaning as is assigned to it in the Press and Registration of Books Act, 1867. Editor has been defined there to mean the person who control the selection of the matter that is published in the newspaper. The editor thus is a person who is responsible for the selection of the material that is included in the paper. The selection is not confined to only news items, but it extends to the views or comments. The views or comments may be written or expressed by others, or may be written by the editor himself in the editorial column reserved for him. The editor has to make the choice of the material to go into a newspaper, and the decisions made as to the content, treatment of public issues and healthy criticism on public officials constitutes the exercise of editorial control and judgement. It will be apposite to quote from British Editors on Press Freedom. The immediate guardians of what the Times has said "the imperfect but rare and remarkable freedom of the British Press", are the editors. It is the editors, working within the various limitations imposed by the law, who ultimately satisfy the public desire to read freely published opinion and information. Editor are therefore, in a position both privileged and burdensome. To fulfil their role they have to be free men constrained, of course, by the need for their papers to survive commercially, and constrained by the known law, but unconstrained by hidden influences and the constant menace of professional insecurity. One crucial part of this role is the relationship editors have with their staff. This is a constant two-way communicating relationship. Newspapers are produced by a partnership of many talents. The editor takes legal responsibility for the product, but in the reality of newspaper work he is in many ways *primus inter pares*. Newspapers are a collective, not of ownership but of production. The editor is the guarantor of the freedom of this collective to work without political or proprietorial interference."

About the editor's entitlement to freedom and independence, the Court said : "The newspaper whose independence is to be protected under section 12 of the Act, is not only the printed material as is suggested, but the entire newspaper establishment. Under section 2 of the Act read with section 1 of the Press and Registration of Books Act, 1867 the newspaper has been defined to mean any printed periodical work containing public news or comments on public news. It is not the lifeless printed work which is to be helped but the persons who are responsible in bringing out the printed work and it would include the proprietors and editors. In turning out a newspaper, the role of an editor is significant as pointed out earlier. His journalistic independence cannot be impaired or impinged upon. Our attention was invited to various provisions of the Act and the regulations, to base an argument that the words newspaper and editor have been used in contradistinction therein and one is not included in the other. In other words, editor is not included in newspaper as used in section 12(2)(a) of the Act. This contention is only to be stated to be rejected. Newspaper is not an entity representing the owner alone, but in it is included every one who is responsible in bringing out the newspaper, including owners, printer, publisher, editor, editorial and printing staff. The presentation of a newspaper involves in its process the proprietors who authorise or publish the work; the editors who are responsible for the content, the selection of the news and views; the editorial staff who edit, and the printers who print. Section 12(2)(a) of the Act only mentions in a *compendius* manner as to who are to be helped by the Press Council in maintaining their independence, i.e. newspapers

and news agencies. It does not mention any individual as being responsible for publication of the newspaper. The help is to any printed periodical work containing public news, views or comments. It has reference to the contents remaining independent without any restriction or interference from any source whatsoever. The person responsible for the contents is the editor who controls the selection of the matter that is published in the newspaper. Thus the independence of the editors is included in the independence of the newspaper as used in section 12 of the Act.

"The Freedom of Press involves freedom of employment or non-employment of the necessary means of exercising this right. The owner or proprietor of a newspaper has this freedom from restriction in respect of employment in the editorial force. The choice as to personnel certainly vests in the owner or proprietor of a newspaper. The owner or proprietor is at liberty to exercise his undoubted right of "hire and fire" or to terminate the employment of an editor by issuing notice in terms of the contract of employment or sever his relationship for any cause that seems to it proper save only as a punishment or for discouragement of the Editor's responsibilities and functions which relate to freedom of Press or independence of the newspaper. When this is done, the jurisdiction of the Press Council is attracted under section 12 of the Act to preserve the editor's Freedom of Press and to maintain its independence. It will be for the Press Council to determine as to what is the foundation of the termination. The Press Council has jurisdiction to find out the motive behind the termination of an editor's services and ascertain whether any improper or undue influence was being brought to bear on the editor in the discharge of his duties as an editor; the resultant effect of which motive was to curb the freedom of expression of news, views and comments by the editor. The Press Council has jurisdiction to decide whether on the facts of the given case there has been any pressure on the editor subversive of the freedom of the Press or violative of the independence of the newspaper in its context. One of the functions that have been assigned to the Press Council is to promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers or in news agencies. Mr. Anthony is certainly right in contending that such role of the Press Council is only intercessional between the proprietor and the editor and if the dispute degenerates to termination of services, the proviso to section 12(2)(i) of the Act comes into play. The jurisdiction of the Press Council is excluded in regard disputes to which the Industrial Disputes Act, 1947 applies. The Press Council thus has no jurisdiction to settle the terms or conditions of services of the editors or to order the reinstatement or to pass any enforceable orders for the grant of salary, wages, gratuity or other benefits accruing on the termination of service. The Press Council is not competent to force an editor on the proprietors. The functioning of the Press Council is not in these areas, but is in the fields or activities which are subversive of the freedom of the editor. The action of termination or dismissal may be legally correct, but at the same time it may constitute a threat to the freedom of the Press. In such cases the Press Council may pronounce its opinion on the propriety of the termination or dismissal. The opinion of the Press Council acts only on the moral plane and it serves to inform the public and the Parliament about the impropriety that has been committed. The forum was established for maintaining editorial independence, objectivity of news presentation and fairness of comment. If any undue pressure has been exerted on the editor and a pronouncement of impropriety is made by the Press Council, it will act as a deterrent to undue pressures. Such expression of opinion by

the Press Council will discourage or even restrain the other from similarly acting or proceeding, as through fear of being pronounced upon. It will dissuade others from infringing the freedom of the editor. This, in our view, is what the legislature wanted to achieve in entrusting the functions to the Press Council to pronounce its opinion.

"The relationship between the proprietor and editor has often been a delicate one. We have already pointed out that the proprietor/owner of a newspaper has a determining influence on the policy for the newspaper, and the editor is responsible for the decisions to carry that policy into effect in addition to his right to control the selection of the matter and the content of the newspaper. It was brought to our notice that some of the leading journalists are of the opinion that legal delimitation of the position of the owner/proprietor and editor would be a valuable support for sound ideas about their relationship. On this we express no opinion. It is, however, generally understood in the newspaper industry that when an editor accepts the appointment, he is considered to share the paper's political basic views or the policy laid down for the paper. Within those circumscribed limits, the editor has complete freedom to maintain his own opinions, views or comments, even though they may not in some cases be shared by the proprietors. In case any change is made by the proprietors in the basic policy or views, and the editor comes into insoluble conflict with such policy, then the editor has to give up his appointment. But if the editor travels within the boundary or framework of the basic policy and any hurdles or checks are placed in the exercise of editorial control which relates to his freedom and independence then the jurisdiction of the Press Council would be attracted."

The Court dealt at length with the question of *Quorum-non-juris*. It said that the objection was founded, firstly on the ground that editors as a class and journalists as a class were interested parties and thus disqualified under Regulation 13 to participate in the proceedings; secondly, on the ground that the six editors and seven journalists were partisan or suspected of partisanship by reason of their association with All India Newspaper Editors' Conference and National Union of Journalists (India) who were intervenors before the Press Council on the side of the two complainants; thirdly, on the ground that Shri A.K. Jain and Shri Jang Bahadur Singh, the two members of the Press Council, being party to the resolution passed by All India Newspaper Editors' Conference had disqualified themselves from acting as members of the Press Council, fourthly, on the ground that two members, namely, Shri R.L. Joshi and Shri Chandrakar were wrongfully excluded from the Press Council by its Chairman; and lastly, that the Chairman was biased.

The Court was of the opinion that the editor-members, with the exception of Shri A.K. Jain and Shri Jang Bahadur Singh whose case will be dealt with separately below, could not be reasonably or substantially suspected of bias. The Court argued that under the Constitution of All India Newspaper Editors' Conference, membership was open to newspapers and news agencies. The editors themselves were not members but represented the member at the AINEC. Every applicant for membership had to subscribe in writing that he would observe and follow the code of ethics, the code of conduct and the editor's charter approved by the AINEC. The editors who were

representing the members at the AINEC were neither Committed to the view of the Standing Committee of the AINEC nor were they bound by any decisions. The editor-members did not have any direct or indirect interest in the controversy before the Press Council. The Court further argued that the dispute before the Press Council could not be regarding the terms and conditions of service of editors, for such a dispute would be outside the scope of jurisdiction of the Press Council by virtue of the proviso to section 12(2)(i) of the Act. The Court said : "There is thus no force in the contention of the petitioner that the entire controversy before the Press Council is as regards security or tenure of the services of the editors, and that each editor is interested in the result of the adjudication by the Press Council. The editor members cannot be said to have such an interest as to disqualify them from participating in the inquiry before the Press Council, merely because the Conference has expressed one view about the subject matter of the controversy or made an application to the Press Council for being impleaded as intervenor on the side of the two complainants. The Court has to refuse to hold that a member of large Public body or authority is disqualified from sitting to hear a case merely on the ground that he is a member or subscriber of the voluntary association, that is a party to the proceedings."

Quoting a number of authorities, the Court held that it was impossible for any reasonable person to think that the editor members were biased or that in substance and in fact they could be suspected of bias.

On the question whether Shri A.K. Jain and Shri Jang Bahadur Singh had disqualified themselves for acting as members of the Press Council, the Court expressed the opinion that there was a real likelihood of bias of these two persons sitting as members of the Press Council when hearing the two complaints on merits.

On the exclusion of Shri R.L. Joshi and Shri C.L. Chandrakar the Court said : "The allegations are that the Chairman before the hearing, had directed Shri R.L. Joshi and Shri C.L. Chandrakar not to participate in the proceedings, as he considered them to be interested parties on the ground that Shri R.L. Joshi was connected with the Hindi Daily called *Hindustan* which belongs to the Hindustan Times group and Shri C.L. Chandrakar was concerned with the paper of Hindustan Times Group. It was contended that Shri Chandu Lal Chandrakar is a member of the Press Council in the capacity of a Member of

Parliament and debarring him from the sitting of the Press Council is illegal. It was further urged that Shri R.L. Joshi was excluded from the deliberations of the Press Council *mala fide* by the Chairman. There is no substance in these submissions of the petitioner. In the affidavit, the Chairman denies that he issued any directions to the said two members not to attend the meeting of the Press Council. Shri R.L. Joshi in his affidavit however, states that he did not attend the proceedings before the Press Council in pursuance of directions received from the Chairman. It is nobody's case that any oral instructions were given by the Chairman. A copy of the letter, dated January 4 1975, written by the Chairman to Shri R.L. Joshi and Shri C.L. Chandrakar only pointed out that since they are connected with the Hindustan Times group, it would not be proper for them to take part when the complaint regarding the propriety of the termination of the services of Shri B.G. Verghese as editor by the Management of *Hindustan Times*, is considered. Shri C.L. Chandrakar is the Joint Editor of the *Hindustan*, a Hindi daily, which is a sister publication of the *Hindustan Times*, which is being run by the same management. So is also Mr. R.L. Joshi, editor of the *Hindustan* which is a sister publication of the *Hindustan Times*. As employees of the sister publications of the *Hindustan Times*, against which the complaint had been filed, the said two members could reasonably be inclined to take one particular view. In any case there could be a reasonable apprehension of bias. If that was the situation, it was rightly brought to the notice of the said two members that it would not be proper for them to take part in item No. 2 of the agenda. It is evident that the said two members did not attend the meeting of the Press Council. If in their wisdom the said two members chose to abstain from attending the meeting, the petitioner cannot allege that they were excluded *mala fide* by the Chairman. There is thus nothing upon which to found a suspicion of bias on this ground."

The Court also ruled, after detailed examination of the correspondence between Shri Birla and Shri Verghese on the question of converting the Hindustan Times group of newspapers into a Trust, that the Chairman of the Press Council, Shri Ranagopala Ayyangar could not have been biased.

The Court dismissed the writ petition of Shri Birla except to a limited extent of the bias of Shri A.K. Jain and Shri Jang Bahadur Singh. The judgement was delivered on 22nd September 1975.